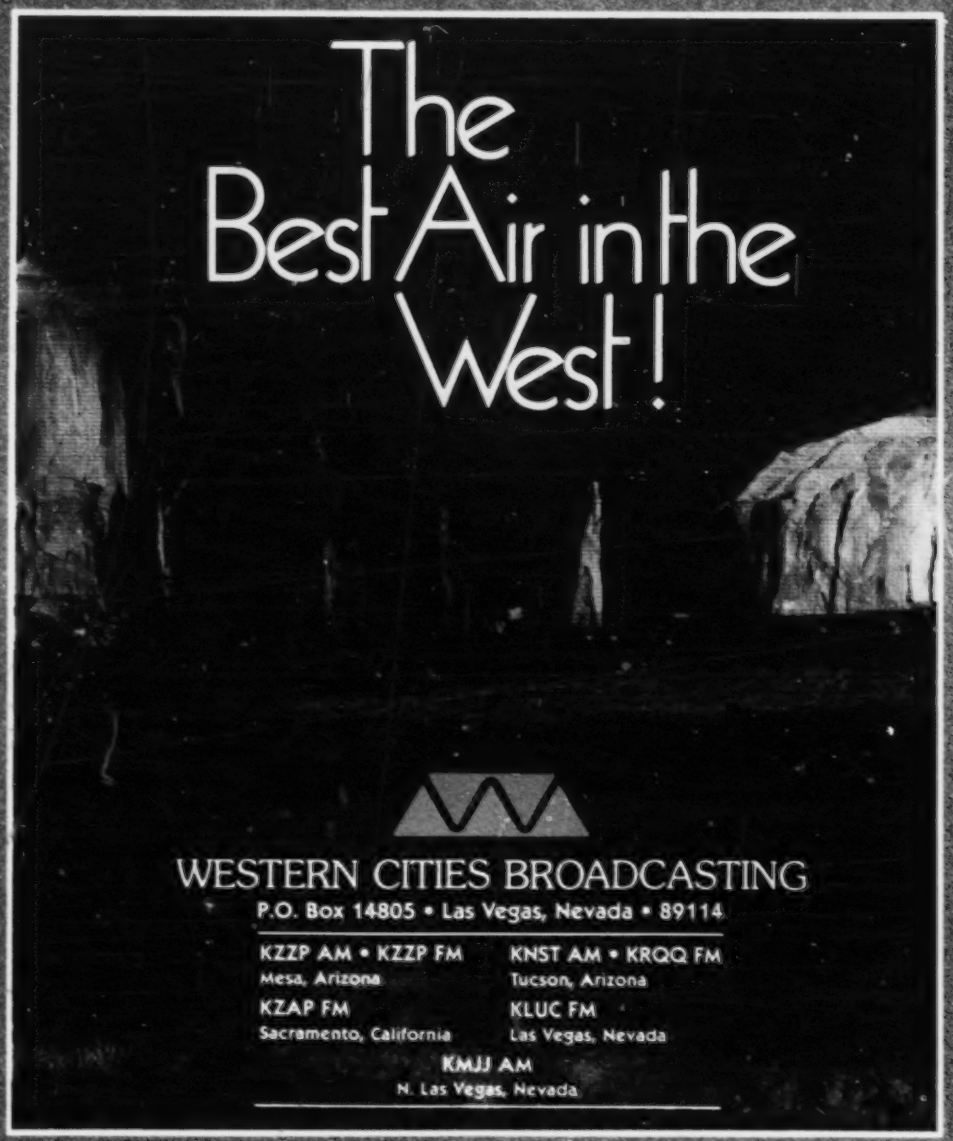
C4715-1

# INSIDE RADIO®

## RATINGS REPORT & DIRECTORY



MARCH 1982

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## FORMAT DESCRIPTIONS

These abbreviations are used throughout the book to describe general program information for featured stations.

| | | | |
|---|---|---|---|
| **A** | — ALBUM ROCK | **MM** | — MELLOW MUSIC |
| **AC** | — ADULT CONTEMPORARY | **N** | — NEWS |
| **B** | — BLACK | **N/T** | — NEWS/TALK |
| **BB** | — BIG BAND | **O** | — OLDIES |
| **BM** | — BEAUTIFUL MUSIC | **R** | — ROCK |
| **C** | — COUNTRY | **SP** | — SPANISH |
| **CL** | — CLASSICAL | **REL** | — RELIGION |
| **D** | — DISCO | **T** | — TALK |
| **J** | — JAZZ | | |

**Where To Look**—The following pages contain Arbitron ratings for most of the surveyed cities in the most recent rating period. Ratings are listed by city although not always in alphabetical order. This facilitates early publication of the directory despite Arbitron's mailing schedule. There is a quick reference index at the back of the book for your convenience.

**What To Expect**—Some cities are featured markets. They are usually the cities that interest buyers and agencies the most. In some cases, smaller markets may be featured markets if broadcasters there show sufficient interest in reaching the buyer and planner. Featured markets list the top 20 stations by 12+ average quarter hour showing trend and cume information. Also ownership, reach and frequency (based on 48 announcements on a 12-plan for four weeks), highest rate, rep firm and dial position. Additional demographic breakouts by age and daypart are also listed. Special analyses are offered to find out more about the ups and downs of various radio stations. The remaining cities are listed in "short form" for handy reference. These listings include trend and cume information for 15 stations. All estimates are Monday-Sunday, 6am-12mid metro average quarter hour unless otherwise stated. All estimates and calculations are subject to limitations stated in individual Arbitron reports. Contents of these analyses remain a closely-guarded secret until publication.

**Revenue & Income Data**—Information is courtesy of Maurie Webster's Radio Information Center analysis of FCC financial data. Radio Performance Index compares radio and local TV revenues after adjusting for difference in market size (metro vs ADI households). An index of 110 means radio outperforms TVs by 10%.

**Liability**—Every attempt is made to use and gather accurate information about ratings, stations and their activities during rating periods and other factors. This guide is meant for reference and the editors suggest that media buyers and planners check the viability of an individual radio station's appeal with other research sources. The Buyers Guide is based on information available in this publication.

**Advertising**—Numerous radio stations have purchased informational advertising opposite their city's ratings page. All advertisers agree in advance to not attempt to influence the writing of the analyses. Advertisers are prohibited from seeing or hearing the analyses until the publication is distributed via mail.

(See index in back of book for complete list of cities)

# WZGC, WVEE show maximum growth

**FASTEST MOVER**—First Media's WZGC-FM rocker jumps 2 full shares for highest increase in several years. Ranks third 18-34, second 25-54, second women 18-34. Station conducts on-air contests, but does not go in for extravagant spending on promotion.

**BIGGEST DECREASE**—Gulf United's WKLS-FM album rocker off two shares. Still ranks fourth among 18-34 adults, first 18-34 men. Manager Dick Meeder uses Burkhart/Abrams as consultants. Did Pacman video game promotion giving away two electronic games. Gave away Rolling Stones tickets as part of Stone's national tour. Used heavy transit advertising, some TV, billboards, airplane fly-bys. Station was owned by SJR when rating period started.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—WQXI-FM does homegrown album rock format popular with 18-34s. Also first 25-54 men, 18-34 women. Plough's WVEE is strong second 12+, second 18-34, 18-34 men. Also uses on-air promotion to attract audience. WKLS-FM still delivering prime demographics despite several share loss.

**25-54 ADULTS**—Susquehanna's WLTA runs adult contemporary station which carries some on-air contesting. Uses heavy TV blitz. WZGC is able to pull in older adults as well as 18-34. Cox's WSB-AM is third overall 12+, fourth 25-54.

**FACTS & FIGURES**—Plough country WPLO is seventh 12+, sixth 25-54. . . . Capital Cities' country WKHX did remarkably well with 3.5 to 5.3 increase 12+. Ranks sixth 18-34. . . . Black-formatted WAOK rebounds (2.2 to 3.0). . . . Meredith news WGST up 4.4-5.0.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | WZGC | R | 11.1 | 10.5 | 10.4 | 10.6 | 12.6 | Torbet | 92.9 | 210 | 19.8 | 4.66 | First Media | 1 | WZGC | 433,000 |
| 2 | WVEE | B | 7.6 | 11.9 | 8.0 | 8.9 | 10.3 | McGavren | 103.3 | N/A | 13.4 | 5.62 | Plough | 2 | WSB | 409,200 |
| 3 | WSB | AC | 11.7 | 12.1 | 10.2 | 10.5 | 10.2 | Christal | 750 | N/A | 18.0 | 4.13 | Cox | 3 | WQXI-FM | 338,600 |
| 4 | WKLS-FM | A | 8.2 | 8.8 | 6.6 | 10.7 | 8.7 | Jack Masla | 96.1 | N/A | 11.9 | 5.33 | Gulf | 4 | WVEE | 282,800 |
| 5 | WQXI-FM | A | 10.5 | 8.2 | 10.4 | 8.9 | 8.6 | Blair | 94.1 | N/A | 14.9 | 4.21 | Jefferson Pilot | 5 | WKLS-FM | 253,200 |
| 6 | WLTA | AC | 5.0 | 4.2 | 6.7 | 7.4 | 7.0 | Eastman | 99.7 | N/A | 8.5 | 5.97 | Susquehanna | 6 | WGST | 227,100 |
| 7 | WPLO | C | 5.1 | 4.5 | 5.1 | 6.5 | 5.5 | McGavren | 590 | N/A | 8.8 | 4.57 | Plough | 7 | WPCH | 213,400 |
| 8 | WKHX | C | 2.2 | 3.0 | 2.7 | 3.5 | 5.3 | Selcom | 101.5 | N/A | 8.3 | 4.67 | Capital Cities | 8 | WPLO | 194,900 |
| 9 | WPCH | BM | 7.3 | 7.1 | 6.8 | 6.1 | 5.3 | Katz | 94.9 | 110 | 9.4 | 4.14 | Meredith | 9 | WKHX | 183,000 |
| 10 | WGST | N | 5.3 | 3.8 | 5.0 | 4.4 | 5.0 | Katz | 920 | 205 | 9.4 | 3.84 | Meredith | 10 | WLTA | 177,500 |
| 11 | WSB-FM | BM | 5.7 | 4.1 | 6.0 | 4.3 | 3.8 | Christal | 98.5 | N/A | 6.6 | 4.18 | Cox | 11 | WAOK | 155,600 |
| 12 | WAOK | B | 3.4 | 3.6 | 3.7 | 2.2 | 3.0 | Selcom | 1380 | N/A | 6.2 | 3.49 | Atlanta OK | 12 | WSB-FM | 152,100 |
| 13 | WQXI | O | 2.8 | 2.2 | 2.8 | 2.0 | 1.8 | Blair | 790 | N/A | 4.5 | 2.99 | Jefferson Pilot | 13 | WQXI | 122,200 |
| 14 | WRNG | T | 2.5 | 3.6 | 2.7 | 3.0 | 1.8 | Major Market | 680 | N/A | 3.8 | 3.44 | Ring Radio | 14 | WRNG | 97,800 |
| 15 | WYZE | AC | 1.0 | 0.6 | 0.8 | 0.8 | 1.2 | Dora Clayton | 1480 | 20 | 1.9 | 4.71 | WYZE | 15 | WYZE | 41,800 |
| 16 | WGKA | CL | 1.1 | 1.4 | 1.3 | 0.6 | 0.8 | Concert Music | 1190 | 40x6 | 1.2 | 5.05 | WGKA, Inc. | 16 | WIGO | 31,700 |
| 17 | WJYI | C | 0.6 | 0.8 | 0.5 | 0.4 | 0.8 | N/A | 1080 | N/A | 0.9 | 6.08 | Marietta | 17 | WKLS | 31,000 |
| 18 | WCHK-FM | B | 0.3 | 0.5 | 0.3 | ** | 0.6 | N/A | 105.5 | 8.50 | 0.8 | 5.07 | Cherokee | 18 | WGKA | 26,400 |
| 19 | WIGO | B | 0.7 | 0.5 | 0.6 | 0.4 | 0.4 | N/A | 1340 | N/A | 1.1 | 2.61 | WIGO, Inc. | 19 | WJYI | 19,000 |
| 20 | | | | | | | | | | | | | | 20 | WCHK-FM | 18,000 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WQXI-FM | WLTA | WKLS-FM | WQXI-FM | WQXI-FM | WLTA | WQXI-A/F | WQXI-A/F | WVEE | WLTA | WQXI-FM | WLTA | WVEE | WKHX |
| 2 | WVEE | WZGC | WVEE | WLTA | WZGC | WZGC | WZGC | WSB | WZGC | WPCH | WVEE | WZGC | WKLS-FM | WLTA |
| 3 | WZGC | WQXI-FM | WQXI-FM | WVEE | WVEE | WSB | WVEE | WZGC | WQXI-FM | WZGC | WZGC | WQXI-FM | WQXI-FM | WVEE |
| 4 | WKLS-FM | WSB | WZGC | WZGC | WLTA | WPCH | WKLS-A/F | WLTA | WKLS-FM | WVEE | WKLS-FM | WPLO | WZGC | WZGC |
| 5 | WLTA | WVEE | WLTA | WGST | WKLS-FM | WQXI-FM | WLTA | WPLO | WLTA | WPLO | WLTA | | WLTA | WQXI-FM |

**Market Rank:** 17
**Total Persons 12+:** 1,706,600
**Stations:** 22
**MSA Diaries:** 1,705

**Revenue Rank:** 11
**Revenue:** $42,385,442
**Income Rank:** 4
**Income:** $9,857,490

**Local Revenue:** $31,693,102
**National/Regional Revenue:** $9,637,064
**Network Compensation:** $792,913
**Other:** $262,363

**Commissions/Discounts:** $6,002,103
**Total Expenses:** $26,525,849
**Local TV Revenue:** $42,371,374
**Radio Performance Index:** 149

# BALTIMORE

## WIYY wins 18-34; WCBM squeaks past WBAL for 25-54

**FASTEST MOVER**—Hearst's adult contemporary WBAL-AM gains 3.1 shares this book propelling it to bigger number one (12.6 shares 12+). Second 25-54 but only by a handful of listeners. Marathon Sweepstakes offered cars, dinners, gift certificates. WBAL is into heavy billboard, transit saturation. Medium TV, newspaper campaign.

**BIGGEST DECREASE**—Plough's black-formatted WXYV off 1.9 shares. Adult contemporary WFBR also lost 1.7 shares this time probably due somewhat to loss of baseball season.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Burkhart/Abrams "Superstars" album rock WIYY second 12+, first men 18-34, third women 18-34. "Tattoo You" contest ties in to Rolling Stones tour with New York, Los Angeles ticket giveaways with transportation and airfare. WXYV is off, but still second 18-34. Scripps-Howard WBSB rocker programmed by Jan Jeffries gains almost one full share for third straight rating book increase. Metromedia's WCBM is off slightly but still delivers fourth highest total of 18-34s.

**25-54 ADULTS**—WCBM inches by WBAL using on-air contests, TV promotion. First 25-54 in morning drive. WBAL comes in second. Nationwide's WPOC country station ranks fourth 12+ consistently pulling six shares (6.1 this time). Cox's WLIF is one of the most successful Schulke-programmed beautiful music stations ranking as high as third 12+, fourth in prime adults 25-54.

**FACTS & FIGURES**—Four of top five stations showed increases in audience. Each one of the top five have a different format from country to rock.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | WBAL | AC | 11.0 | 11.2 | 9.5 | ** | 12.6 | Blair | 1090 | 190x6 | 18.4 | 5.48 | Hearst | 1 | WBAL | 417,500 |
| 2 | WIYY | A | 9.9 | 8.7 | 8.3 | ** | 9.7 | Blair | 97.9 | 150 | 14.2 | 5.48 | Hearst | 2 | WIYY | 326,200 |
| 3 | WLIF | BM | 8.9 | 6.7 | 7.8 | ** | 8.5 | Christal | 101.9 | 105 | 13.1 | 5.16 | Cox | 3 | WLIF | 301,300 |
| 4 | WPOC | C | 6.0 | 7.7 | 6.3 | ** | 6.1 | Eastman | 93.1 | 135x6 | 9.6 | 5.04 | Nationwide | 4 | WCBM | 296,600 |
| 5 | WBSB | R | 3.9 | 4.7 | 4.9 | ** | 5.8 | Torbet | 104.3 | N/A | 11.4 | 4.06 | Scripp-Howard | 5 | WBSB | 281,500 |
| 6 | WXYV | B | 6.2 | 6.2 | 7.7 | ** | 5.8 | McGavren | 102.7 | N/A | 10.2 | 4.59 | Plough | 6 | WFBR | 261,600 |
| 7 | WCBM | AC | 5.9 | 5.5 | 6.6 | ** | 5.3 | Katz | 680 | 150 | 11.3 | 3.72 | Metromedia | 7 | WXYV | 241,900 |
| 8 | WFBR | AC | 4.0 | 3.8 | 5.6 | ** | 3.9 | Major Market | 1300 | 104 | 9.4 | 3.28 | Baltimore Radio | 8 | WCAO | 224,200 |
| 9 | WMAR | BM | 4.6 | 5.3 | 4.8 | ** | 3.9 | Katz | 106.5 | 70x6 | 6.7 | 4.63 | Abell | 9 | WPOC | 224,100 |
| 10 | WITH | BB | 1.2 | 0.9 | 2.4 | ** | 3.4 | Lotus | 1230 | 49 | 5.9 | 4.64 | BENI | 10 | WMAR | 160,200 |
| 11 | WWIN | B | 3.9 | 3.6 | 3.8 | ** | 3.2 | Bernard Howard | 1400 | 45x6 | 6.2 | 4.18 | Waverly | 11 | WWIN | 151,500 |
| 12 | WCAO | AC | 4.2 | 4.0 | 3.4 | ** | 3.1 | McGavren | 600 | 155 | 7.8 | 3.14 | Plough | 12 | WITH | 139,800 |
| 13 | WWDC-FM | A | 0.5 | 1.4 | 1.3 | ** | 2.0 | Christal | 101.1 | N/A | 4.1 | 3.86 | Capital | 13 | WWDC-FM | 105,300 |
| 14 | WYST | AC | 2.0 | 1.9 | 1.7 | ** | 1.9 | Jack Masla | 92.3 | N/A | 4.0 | 3.76 | UBC | 14 | WYST | 104,200 |
| 15 | WSID | B | 2.4 | 1.6 | 0.6 | ** | 1.7 | Jack Masla | 1010 | N/A | 2.7 | 5.03 | UBC | 15 | WTOP | 82,200 |
| 16 | WRBS | REL | 0.8 | 1.1 | 1.1 | ** | 1.5 | None | 95.1 | 11 | 2.3 | 5.40 | Peter & John | 16 | WRQX | 73,400 |
| 17 | WTOP | N/T | 1.1 | 1.2 | 0.9 | ** | 1.5 | CBS | 1500 | 1350x12 | 3.2 | 3.70 | Outlet | 17 | WEBB | 66,300 |
| 18 | WEBB | B | 0.4 | 0.7 | 0.7 | ** | 1.3 | None | 1360 | 40x6 | 2.6 | 3.92 | Brunson | 18 | WBKZ | 64,400 |
| 19 | WMAL | AC | 0.6 | 0.9 | ** | ** | 1.2 | McGavren | 630 | N/A | 1.6 | 5.88 | ABC | 19 | WKTK | 64,200 |
| 20 | WRQX | A | 1.1 | 1.5 | 1.1 | ** | 1.2 | Blair | 107.3 | N/A | 2.8 | 3.51 | ABC | 20 | WPGC-A/F | 63,300 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WIYY | WCBM | WIYY | WBAL | WBSB | WCBM | WIYY | WCBM | WIYY | WLIF | WIYY | WLIF | WIYY | WBAL |
| 2 | WXYV | WBAL | WXYV | WPOC | WXYV | WLIF | WCBM | WBAL | WXYV | WPOC | WXYV | WBAL | WXYV | WLIF |
| 3 | WBSB | WPOC | WBSB | WIYY | WIYY | WBAL | WFBR | WFBR | WBSB | WIYY | WBSB | WXYV | WBSB | WXYV |
| 4 | WCBM | WLIF | WCBM | WCBM | WCBM | WPOC | WXYV | WPOC | WCBM | WCBM | WCBM | WPOC | WCAO | WPOC |
| 5 | WPOC | WXYV | WWDC-FM | WXYV | WPOC | WXYV | WBSB | WLIF | WLIF | WBAL | WCAO | WCBM | WWDC-FM | WIYY |

**Market Rank:** 14
**Total Persons 12+:** 1,835,200
**Stations:** 22
**MSA Diaries:** 1,786

**Revenue Rank:** 19
**Revenue:** $30,981,587
**Income Rank:** 9
**Income:** $4,438,418

**Local Revenue:** $22,748,862
**National/Regional Revenue:** $7,539,232
**Network Compensation:** $588,537
**Other:** $104,956

**Commissions/Discounts:** $4,153,239
**Total Expenses:** $22,389,930
**Local TV Revenue:** $28,879,934
**Radio Performance Index:** 97

# BOSTON

## WBCN beats WCOZ 18-34 in Album Rock battle

**FASTEST MOVER**—Westinghouse's WBZ-AM, Boston up 1.4 shares. Bill Hartman's adult contemporary station rebounds to near levels of winter, 1981. Third 12+. Second adult 25-54. Second in women 25-54. Featured "60th Anniversary" contest with boat cruise prizes. Heavy TV campaign features morning man and helicopter traffic.

**BIGGEST DECREASE**—Blair's WCOZ-FM album rocker down 3.3 shares from summer book. But numbers are deceiving. Sebastian-Casey consulted station is still strong enough to be first 12+, second adults 18-34, men 18-34. Used "Rocktober" music festival as opportunity to giveaway vans, albums, dinners. Some TV advertising.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Infinity's WBCN is first. WCOZ is close second. Both are album rockers. Heftel's WXKS-FM is third. Tony Berardini's WBCN is locally programmed. Promotions included bumper stickers. Heavy newspaper, billboard, promotional events such as buttons, coupons, marquees, retail in-store displays. Medium TV. WCOZ based activities on "Rocktober" theme giving away albums, dinners and vans. Richard Balsbaugh's WXKS-FM also heavy into promotion with cash and gold giveaways. Some small prizes and albums. Medium TV. Some newspaper and magazine advertising.

**25-54 ADULTS**—Adult contemporary WHDH takes clear lead over second place WBZ. RKO'S WROR, CBS' WEEI-FM virtually tied for third place. GM Dave Croninger refuses to buy Arbitron book which shows station on top. Continues "Cash Call" contest. Gives away Disney World trips. WBZ-AM rebounds from recent losses. WROR employed "Easy Money Call". WEEI-FM turns in best book in over one year.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | WCOZ | A | 9.1 | 11.0 | 11.1 | 12.6 | 9.3 | Blair | 94.5 | 300 | 16.8 | 4.73 | Blair | 1 | WBZ | 707,000 |
| 2 | WHDH | AC | 9.8 | 10.3 | 8.5 | 9.7 | 8.7 | Blair | 850 | 450 | 17.7 | 4.24 | Blair | 2 | WHDH | 678,200 |
| 3 | WBZ | AC | 7.9 | 8.4 | 6.7 | 6.8 | 8.2 | RAR | 1030 | 500 | 17.9 | 3.92 | Westinghouse | 3 | WCOZ | 620,000 |
| 4 | WEEI | N | 7.1 | 6.5 | 7.0 | 6.0 | 6.6 | CBS | 590 | 325 | 14.2 | 3.96 | CBS | 4 | WEEI | 559,900 |
| 5 | WXKS-FM | AC | 4.4 | 5.0 | 7.1 | 5.0 | 6.1 | Major Market | 107.9 | 160 | 10.2 | 5.14 | Heftel | 5 | WROR | 393,400 |
| 6 | WBCN | A | 4.2 | 4.8 | 3.9 | 4.6 | 5.9 | Torbet | 104.1 | 300x6 | 9.7 | 5.25 | Infinity | 6 | WEEI-FM | 374,500 |
| 7 | WJIB | BM | 7.4 | 5.3 | 6.3 | 4.9 | 5.3 | Christal | 96.9 | 170 | 9.7 | 4.66 | G.E. | 7 | WXKS-FM | 370,100 |
| 8 | WROR | AC | 4.4 | 4.5 | 5.8 | 5.4 | 5.0 | RKO | 98.5 | N/A | 10.2 | 4.15 | RKO | 8 | WVBF | 368,400 |
| 9 | WVBF | AC | 4.1 | 3.5 | 3.7 | 3.9 | 4.1 | McGavren | 105.7 | 185 | 9.2 | 3.82 | Fairbanks | 9 | WJIB | 359,400 |
| 10 | WEEI-FM | MM | 4.7 | 3.7 | 3.7 | 3.5 | 4.0 | CBS/FM | 103.3 | 145x12 | 9.2 | 3.75 | CBS | 10 | WBCN | 349,600 |
| 11 | WXKS | BB | 3.4 | 3.0 | 3.7 | 4.0 | 3.2 | Major Market | 1430 | 70 | 4.2 | 6.46 | Heftel | 11 | WRKO | 332,700 |
| 12 | WRKO | T | 2.7 | 2.4 | 3.2 | 2.5 | 2.8 | RKO | 680 | N/A | 7.5 | 3.15 | RKO | 12 | WITS | 205,500 |
| 13 | WHUE | BM | 2.2 | 2.2 | 2.2 | 2.5 | 2.7 | Eastman | 100.7 | N/A | 5.2 | 4.36 | GCC | 13 | WHUE | 198,300 |
| 14 | WSSH | BM | 2.4 | 2.0 | 1.7 | 3.0 | 2.6 | Hillier | 99.5 | N/A | 4.3 | 5.09 | WLLH, Inc. | 14 | WAAF | 192,300 |
| 15 | WITS | N/T | 2.4 | 3.1 | 2.6 | 2.0 | 2.2 | Katz | 1510 | 90 | 5.1 | 3.78 | Mariner | 15 | WSSH | 157,700 |
| 16 | WDLW | C | 0.4 | 1.0 | 1.3 | 0.6 | 1.7 | Savalli&Schutz | 1330 | 35 | 2.7 | 5.46 | WHET, Inc. | 16 | WXKS | 143,400 |
| 17 | WAAF | A | 1.4 | 1.4 | 1.4 | 1.5 | 1.6 | Katz | 107.3 | 120 | 4.3 | 3.15 | Park City | 17 | WCRB | 138,800 |
| 18 | WCRB | CL | 1.3 | 1.8 | 1.4 | 1.0 | 1.4 | John Donofrio | 102.5 | 55 | 3.3 | 3.61 | Charles River | 18 | WROL | 113,300 |
| 19 | WILD | B | 1.1 | 1.7 | 1.5 | 1.2 | 1.2 | N/A | 1090 | 45 | 1.7 | 5.98 | Nash Comm. | 19 | WBOS | 113,200 |
| 20 | WBOS | A | 0.8 | 1.1 | 1.0 | 1.1 | 1.1 | Bernard Howard | 92.9 | 60x6 | 2.7 | 3.50 | Champion | 20 | WCGY | 104,400 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WBCN | WHDH | WBCN | WHDH | WXKS-FM | WHDH | WBCN | WHDH | WBCN | WHDH | WBCN | WHDH | WCOZ | WBZ |
| 2 | WCOZ | WBZ | WCOZ | WBCN | WROR | WBZ | WXKS-FM | WBZ | WCOZ | WROR | WCOZ | WBZ | WXKS-FM | WROR |
| 3 | WXKS-FM | WROR | WXKS-FM | WEEI | WVBF | WROR | WCOZ | WEEI | WXKS-FM | WJIB | WXKS-FM | WEEI-FM | WBCN | WEEI-FM |
| 4 | WROR | WEEI-FM | WROR | WBZ | WCOZ | WEEI-FM | WHDH | WBCN | WROR | WEEI-FM | WROR | WROR | WROR | WHDH |
| 5 | WEEI-FM | WEEI | WEEI-FM | WEEI-FM | WBCN | WVBF | WBZ | WROR | WVBF | WBCN | WVBF | WBCN | WEEI-FM | WXKS-FM |

**Market Rank:** 7
**Total Persons 12+:** 2,880,600
**Stations:** 31
**MSA Diaries:** 2,303

**Revenue Rank:** 8
**Revenue:** $61,829,125
**Income Rank:** 363
**Income:** $-678,310

**Local Revenue:** $40,998,042
**National/Regional Revenue:** $18,893,536
**Network Compensation:** $1,346,646
**Other:** $590,901

**Commissions/Discounts:** $9,791,582
**Total Expenses:** $51,359,233
**Local TV Revenue:** $53,551,188
**Radio Performance Index:** 148

# BUFFALO

## WECK's nostalgia format takes town by storm

**FASTEST MOVER**—WECK's Al Ham programmed "Music of Your Life" nostalgia format skyrockets into contention with 3.5 share increase taking it from 1.6 to 5.1 overall. Ranks sixth in 25-54 adults, tied for fifth in 25-54 men.

**BIGGEST DECREASE**—WJYE's Schulke-programmed beautiful music station down 3.9 shares, but still very solid with double figures 12+ overall (11.6). Tied for number one 25-54, first in men 25-54, second women 25-54. This is a case where looks are deceiving. WJYE may have taken the biggest decrease in the market this book, but what the station was left with was number one in prime demographics.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Burkhart/Abrams helped WGRQ become first 18-34, first men 18-34. WBEN-FM airs TMs Stereo Rock which is almost number one 18-34. Larry Levite's rocker reports no on-air promotion. WKBW still survives the FM blitz. Ranks third 18-34. Drops to fifth overall. Station's 12+ audience has been eroding over past few books.

**25-54 ADULTS**—WBEN-AM, WJYE tie for lead. Larry Levite's AM is also first 12+, second 25-54. Conducted "Radio Discount Card" on-air for multiple prizes and discounts. Taft's adult contemporary WGR ranks sixth overall and third 25-54. GM Bill Irwin's station carried Sabres NHL hockey. Gives away cash and merchandise through Great Numbers promotion. WKBW is fourth. WBEN-FM ranks fifth showing strength in both 18-34 and prime 25-54 demographics.

**FACTS & FIGURES**—WACJ switched from oldies to beautiful music (1.7 to 2.2). . . . WZIR's free form progressive rock format is now more structured album rock. Ratings show 0.5 to 2.2.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | WBEN | AC | 14.3 | 12.2 | 14.3 | 13.4 | 13.1 | Eastman | 930 | N/A | 24.9 | 4.02 | Algonquin | 1 | WBEN | 348,300 |
| 2 | WJYE | BM | 15.6 | 13.3 | 14.0 | 15.5 | 11.6 | Torbet | 96.1 | 127.0 | 17.5 | 5.07 | McCormick | 2 | WKBW | 265,800 |
| 3 | WGRQ | A | 3.6 | 6.7 | 6.0 | 7.6 | 9.7 | Katz | 96.9 | N/A | 15.1 | 4.92 | Taft | 3 | WGR | 247,200 |
| 4 | WBEN-FM | R | 7.7 | 9.1 | 7.8 | 7.1 | 8.8 | Eastman | 102.5 | N/A | 17.0 | 3.95 | Algonquin | 4 | WBEN-FM | 238,200 |
| 5 | WKBW | R | 10.9 | 9.2 | 10.1 | 9.7 | 8.4 | Blair | 1520 | N/A | 18.0 | 3.56 | Capital Cities | 5 | WJYE | 226,500 |
| 6 | WGR | AC | 11.0 | 9.0 | 9.5 | 7.0 | 7.6 | Katz | 550 | N/A | 16.5 | 3.51 | Taft | 6 | WGRQ | 195,300 |
| 7 | WECK | BB | 0.6 | 0.9 | ** | 1.6 | 5.1 | Jack Masla | 1230 | 25x6 | 8.4 | 4.64 | Quid Me | 7 | WPHD | 128,400 |
| 8 | WBLK | B | 5.6 | 5.4 | 5.9 | 6.2 | 5.0 | PRO | 93.7 | 38x6 | 7.1 | 5.35 | WBLK | 8 | WECK | 110,100 |
| 9 | WPHD | A | 4.0 | 5.0 | 4.1 | 6.4 | 4.3 | Major Market | 103.3 | N/A | 8.8 | 3.74 | Howard | 9 | WBLK | 90,900 |
| 10 | WWOL | C | 3.0 | 2.5 | 2.8 | 3.5 | 3.3 | RKO | 1120 | 26 | 3.9 | 6.42 | Assoc. Comm. | 10 | WZIR | 58,500 |
| 11 | WYRK | C | 3.6 | 5.0 | 3.5 | 2.6 | 2.8 | Savalli&Schutz | 106.5 | N/A | 4.4 | 4.95 | Stoner | 11 | WYRK | 56,500 |
| 12 | WACJ | O | 1.3 | 1.8 | 1.8 | 1.7 | 2.2 | RKO | 104.1 | N/A | 4.1 | 4.03 | Assoc. Comm. | 12 | WACJ | 56,400 |
| 13 | WZIR | A | 0.5 | 0.5 | 1.3 | 0.5 | 2.2 | Christal | 98.5 | 40x12 | 4.2 | 4.05 | Butler | 13 | WBUF | 54,500 |
| 14 | WBUF | B | 2.3 | 1.4 | 1.6 | 2.2 | 1.5 | McGavren | 92.9 | 35 | 3.5 | 3.33 | Liggett | 14 | WYSL | 47,300 |
| 15 | WUFO | B | 1.6 | 1.9 | 1.2 | 1.0 | 1.4 | Selcom | 1080 | 18 | 3.0 | 3.45 | Sheridan | 15 | WWOL | 46,600 |
| 16 | WDCX | REL | 0.8 | ** | 1.0 | 1.1 | 1.1 | N/A | 99.5 | 18 | 1.6 | 5.20 | Crawford | 16 | WUFO | 45,600 |
| 17 | WYSL | AC | 1.6 | 2.2 | 2.6 | 1.4 | 1.1 | Jack Masla | 1400 | N/A | 2.9 | 2.95 | Howard | 17 | WXRL | 30,200 |
| 18 | WLVL | AC | 0.6 | ** | 0.7 | ** | 0.9 | N/A | 1340 | 22 | 1.8 | 3.57 | Culver | 18 | WLVL | 27,200 |
| 19 | WJJL | R | 0.9 | 0.4 | 1.1 | 0.6 | 0.7 | None | 1440 | 10.50 | 1.2 | 4.29 | Niagara | 19 | WDCX | 20,800 |
| 20 | WXRL | C | 1.3 | 1.2 | 0.9 | 0.5 | 0.6 | Pates/Walton | 1300 | 21 | 1.7 | 2.70 | Dome | 20 | WJJL | 16,200 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WGRQ | WBEN | WGRQ | WJYE | WBEN-FM | WBEN | WKBW | WBEN | WBEN-FM | WJYE | WGRQ | WJYE | WGRQ | WBEN |
| 2 | WBEN-FM | WJYE | WBEN-FM | WBEN | WKBW | WJYE | WPHD | WKBW | WGRQ | WBEN-FM | WBEN-FM | WBEN | WBEN-FM | WGR |
| 3 | WKBW | WGR | WPHD | WGR | WBLK | WKBW | WGRQ | WGR | WPHD | WGR | WBLK | WGR | WBLK | WJYE |
| 4 | WPHD | WKBW | WZIR | WBEN-FM | WGRQ | WGR | WBEN-FM | WJYE | WGR | WBEN | WPHD | WBEN-FM | WPHD | WBLK |
| 5 | WBLK | WBEN-FM | WGR | | | WBEN-FM | WBEN | WPHD | WKBW | WKBW | WKBW | WKBW | WGR | WGRQ |

**Market Rank:** 31
**Total Persons 12+:** 1,021,200
**Stations:** 20
**MSA Diaries:** 1,353

**Revenue Rank:** 33
**Revenue:** $18,435,619
**Income Rank:** 17
**Income:** $2,002,474

**Local Revenue:** $13,299,042
**National/Regional Revenue:** $4,711,702
**Network Compensation:** $346,994
**Other:** $77,881

**Commissions/Discounts:** $2,307,747
**Total Expenses:** $14,125,398
**Local TV Revenue:** $16,553,915
**Radio Performance Index:** 92

# CHICAGO

## Gannett's WGCI equals recent gains

**FASTEST MOVER**—General Manager Marv Dyson's Gannett-owned black-formatted station retains its recent six share from summer book (6.3 to 6.9 now). First in 18-34 adults, third 25-54. Also first in women 18-34, second women 25-54. Carried pro basketball.

**BIGGEST DECREASE**—ABC-owned rocker WLS-FM down 0.9 shares to rank tenth overall 12+. Station simulcasts with WLS-AM in some time periods. WLS-AM off slightly, but second in adults 18-34, 25-54. WLS-AM did "Fantastic Plastics" contest offering store discounts, vacations.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Gannett's WGCI is first. ABC's WLS second. Heftel's WLUP album rocker is third with competitor WMET fourth. WGCI owns prime demographics. Battle between album rockers WMET, WLUP gets interesting. Sebastian-Casey consulted WLUP up 3.5 to 4.2 12+. WMET is off 0.6 shares. Both stations conduct on-air contests. WMET did "Rocktober" festival, world tour, usual ticket giveaways.

**25-54 ADULTS**—WGN still the leader. WLS solid second. WGCI third. Beautiful music WLOO is fourth. WGN is talk station which pulls in some sort of nine share in every book. Carries baseball in summer, football in fall: WGCI pulling not only youth, but older adult demographics. Century's beautiful music WLOO ranks third 12+, but delivers fourth place among 25-54 demographic target.

**FACTS & FIGURES**—CBS-owned WBBM-AM fourth 12+, fifth 25-54. WBBM-FM didn't make top 15 which is why consultant Mike Joseph is getting ready to engineer format switch in this market.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fall 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | WGN | T | 9.7 | 10.5 | 9.6 | 9.4 | 9.6 | Christal | 720 | N/A | 16.7 | 4.44 | Continental | 1 | WGN | 1,376,300 |
| 2 | WGCI | B | 6.0 | 4.9 | 4.1 | 6.3 | 6.9 | Selcom | 107.5 | N/A | 9.9 | 5.41 | Gannett | 2 | WBBM | 1,144,500 |
| 3 | WLOO | BM | 6.9 | 6.9 | 6.7 | 6.1 | 6.5 | Katz | 100.3 | 350 | 9.0 | 5.61 | Century | 3 | WLS | 1,044,100 |
| 4 | WBBM | N | 5.8 | 6.1 | 7.2 | 6.1 | 6.0 | CBS | 780 | N/A | 12.6 | 3.68 | CBS | 4 | WLS-FM | 798,800 |
| 5 | WIND | T | 4.6 | 3.2 | 3.8 | 4.8 | 4.7 | RAR | 560 | N/A | 7.5 | 4.93 | Westinghouse | 5 | WGCI | 782,200 |
| 6 | WLS | R | 5.7 | 5.3 | 5.0 | 5.0 | 4.7 | Blair | 890 | 380x6 | 19.2 | 3.32 | ABC | 6 | WMAQ | 776,300 |
| 7 | WLUP | A | 3.8 | 3.4 | 3.1 | 3.5 | 4.2 | Major Market | 97.9 | 235 | 8.4 | 3.82 | Heftel | 7 | WLUP | 744,000 |
| 8 | WMAQ | C | 4.9 | 5.1 | 5.1 | 4.8 | 4.2 | Eastman | 670 | N/A | 8.7 | 3.71 | NBC | 8 | WLOO | 701,800 |
| 9 | WLAK | BM | 4.6 | 4.4 | 3.3 | 4.0 | 3.7 | McGavren | 93.9 | 200 | 6.5 | 4.43 | Storer | 9 | WCLR | 694,700 |
| 10 | WLS-FM | R | 1.2 | 3.5 | 4.3 | 4.4 | 3.5 | Blair | 94.7 | 105x6 | | | ABC | 10 | WMET | 679,700 |
| 11 | WCLR | AC | 3.3 | 3.2 | 3.3 | 2.9 | 3.4 | Torbet | 101.9 | 165 | 7.4 | 3.55 | Bonneville | 11 | WBBM-FM | 602,400 |
| 12 | WMET | A | 3.5 | 4.0 | 3.5 | 4.0 | 3.4 | Katz | 95.5 | 225 | 7.4 | 3.57 | Metromedia | 12 | WIND | 600,100 |
| 13 | WKQX | R | 3.2 | 3.0 | 3.7 | 3.8 | 3.3 | Eastman | 101.1 | 150 | 6.6 | 3.94 | NBC | 13 | WFYR | 589,400 |
| 14 | WFYR | AC | 3.1 | 3.3 | 2.8 | 2.6 | 3.1 | RKO | 103.5 | N/A | 6.5 | 3.72 | RKO | 14 | WKQX | 578,200 |
| 15 | WJEZ | C | 3.3 | 2.5 | 3.1 | 3.1 | 3.0 | Major Market | 104.3 | 136 | 5.7 | 4.10 | Plough | 15 | WLAK | 542,100 |
| 16 | WBBM-FM | AC | 2.5 | 2.6 | 2.4 | 2.2 | 2.7 | CBS | 96.3 | 120 | 6.4 | 3.33 | CBS | 16 | WJEZ | 485,100 |
| 17 | WAIT | MM | 1.3 | 1.9 | 3.0 | 2.1 | 2.5 | Katz | 820 | 100 | 3.6 | 5.46 | Century | 17 | WBMX | 479,300 |
| 18 | WJPC | B | 2.3 | 2.6 | 3.1 | 2.7 | 2.5 | None | 950 | 100 | 4.9 | 3.90 | Atlass | 18 | WJPC | 425,000 |
| 19 | WFMT | CL | 1.8 | 1.9 | 1.9 | 1.4 | 2.2 | Concert Music | 98.7 | 260x132 | 3.8 | 4.47 | WFMT, Inc. | 19 | WCFL | 349,500 |
| 20 | WBMX | B | 2.9 | 3.1 | 2.6 | 2.7 | 2.1 | Masla | 102.7 | 200 | 5.0 | 3.26 | Sonderling | 20 | WVON | 346,500 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WGCI | WGN | WLS | WGN | WGCI | WGN | WLS | WGN | WGCI | WLOO | WLS | WLS | WGCI | WGCI |
| 2 | WLS | WLS | WLUP | WLS | WLS | WGCI | WGCI | WLS | WLS | WLS | WGCI | WGN | WLUP | WBBM |
| 3 | WLUP | WGCI | WGCI | WBBM | WKQX | WLS | WGN | WBBM | WMET | WGN | WLUP | WLOO | WLS | WLS |
| 4 | WMET | WLOO | WMET | WLOO | WCLR | WLOO | WLUP | WGCI | WKQX | WLAK | WMET | WGCI | WMET | WCLR |
| 5 | WFYR | WBBM | WFYR | WGCI | WFYR | WCLR | WMET | WLOO | WLUP | WGCI | WFYR | WCLR | WXRT | WLOO |

**Market Rank:** 3
**Total Persons 12+:** 6,344,900
**Stations:** 31
**MSA Diaries:** 3,138

**Revenue Rank:** 3
**Revenue:** $121,503,590
**Income Rank:** 13
**Income:** $2,547,849

**Local Revenue:** $85,689,655
**National/Regional Revenue:** $33,060,209
**Network Compensation:** $1,385,625
**Other:** $1,368,101

**Commissions/Discounts:** $17,127,850
**Total Expenses:** $101,827,891
**Local TV Revenue:** $84,340,371
**Radio Performance Index:** 89

# CLEVELAND

## WMMS, WZZP lead 18-34, 25-54

**FASTEST MOVER**—Al Ham's "Music of Your Life" nostalgia/big band format on WBBG is responsible for 2.4 share point increase this book.

**BIGGEST DECREASE**—Gannett's WDOK off 2.3 shares, but Churchill programmed station pulls in enough prime 25-54 demographics to finish second 12+. Station featured Roger Whittaker contests, WDOK coffee mug contest. Medium exposure transit ad campaign, light TV.

***BUYERS GUIDE**—Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Malrite's WMMS easily wins this category with double the numbers its nearest competitor has. Station uses the standard album rock album giveaways. Station very image conscious, community-minded. Adult contemporary WZZP ranks second. Uses Cash Call for various cash prizes. Backs up on-air effort with medium exposure, TV, transit and bus shelter advertising. WDMT's Burkhart/Abrams-consulted station is fourth.

**25-54 ADULTS**—WZZP wins this (also fifth overall). Station pulls in some excellent demographics in both 18-34, 25-54. Malrite's country WHK is solid second (third overall 12+). Carries Cleveland Browns pro football. Giveaway albums, football tickets, cash on-air. Conducted heavy direct mail campaign and some TV, newspaper and transit advertising. WDOK's beautiful music station is third. Nationwide's adult contemporary WGAR fourth with on-air contests, TV and billboards to bolster their efforts.

**FACTS & FIGURES**—Bonneville's beautiful music WQAL ranks fifth 25-54, fourth overall. . . . News/talk WERE steady for sixth place, but demographics are on the older side.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | WMMS | A | 8.5 | 10.5 | 10.5 | 8.3 | 9.0 | Katz | 100.7 | N/A | 13.2 | 5.12 | Malrite | 1 | WHK | 267,700 |
| 2 | WDOK | BM | 9.1 | 10.1 | 8.4 | 10.4 | 8.1 | Eastman | 102.1 | N/A | 12.5 | 4.90 | Gannett | 2 | WGCL | 262,200 |
| 3 | WHK | C | 8.5 | 5.3 | 7.6 | 6.2 | 6.7 | Katz | 1420 | N/A | 12.5 | 4.05 | Malrite | 3 | WMMS | 260,900 |
| 4 | WQAL | BM | 9.4 | 9.1 | 8.0 | 7.3 | 6.6 | McGavren | 104.1 | 175 | 11.3 | 4.41 | Gulf | 4 | WDOK | 248,900 |
| 5 | WZZP | AC | 5.2 | 6.9 | 6.2 | 5.6 | 6.1 | Christal | 106.5 | 102 | 11.3 | 4.07 | Booth | 5 | WZZP | 238,900 |
| 6 | WERE | N/T | 6.7 | 5.8 | 6.1 | 5.4 | 5.8 | Major Market | 1300 | 122 | 10.8 | 4.04 | Oliva-Neuhoff | 6 | WERE | 231,300 |
| 7 | WGCL | R | 6.6 | 7.3 | 6.3 | 6.2 | 5.6 | Major Market | 98.5 | 122 | 11.6 | 3.64 | Oliva-Neuhoff | 7 | WQAL | 230,600 |
| 8 | WDMT | B | 5.3 | 5.8 | 2.8 | 5.3 | 4.9 | Bernard Howard | 107.9 | 70x6 | 7.8 | 4.81 | Beasley | 8 | WGAR | 208,900 |
| 9 | WGAR | AC | 4.8 | 4.5 | 5.1 | 5.1 | 4.7 | Blair | 1220 | 110 | 9.5 | 3.69 | Nationwide | 9 | WLYT | 170,500 |
| 10 | WJW | AC | 5.1 | 3.4 | 3.6 | 5.1 | 4.4 | Christal | 850 | 70x6 | 6.9 | 4.81 | Lake Erie | 10 | WWWM | 166,200 |
| 11 | WWWM | R | 3.0 | 3.0 | 3.1 | 3.4 | 4.0 | Torbet | 105.7 | 105x6 | 7.7 | 3.93 | M105 | 11 | WWWE | 155,000 |
| 12 | WLYT | R | 2.4 | 3.2 | 3.6 | 4.2 | 3.9 | Jack Masla | 92.3 | N/A | 7.8 | 3.77 | United | 12 | WDMT | 154,900 |
| 13 | WKSW | C | 3.8 | 3.8 | 3.4 | 3.7 | 3.7 | Blair | 99.5 | 60x6 | 6.1 | 4.53 | Nationwide | 13 | WJW | 136,900 |
| 14 | WBBG | BB | 1.8 | 0.7 | 0.4 | 1.0 | 3.4 | Torbet | 1260 | N/A | 6.0 | 4.22 | Embrescia | 14 | WBBG | 124,400 |
| 15 | WWWE | C | 3.2 | 3.8 | 5.7 | 4.2 | 3.2 | Eastman | 1100 | N/A | 6.9 | 3.54 | Gannett | 15 | WKSW | 123,900 |
| 16 | WCLV | CL | 2.0 | 2.0 | 2.2 | 2.1 | 3.0 | Concert Music | 95.5 | 50x6 | 4.7 | 4.78 | Radio Seaway | 16 | WJMO | 103,200 |
| 17 | WJMO | B | 2.7 | 3.2 | 2.4 | 3.0 | 2.7 | Jack Masla | 1490 | N/A | 4.9 | 4.15 | United | 17 | WZAK | 95,300 |
| 18 | WZAK | B | 1.0 | 0.9 | 2.9 | 2.3 | 2.2 | Selcom | 93.1 | 45 | 4.3 | 3.76 | Trans-World | 18 | WCLV | 94,000 |
| 19 | WPVL | AC | 0.4 | ** | ** | 0.8 | 1.4 | None | 1460 | 19x6 | 1.3 | 8.20 | WPVL Assoc. | 19 | WKDD | 38,500 |
| 20 | WABQ | B | 1.5 | 1.3 | 1.5 | 1.8 | 1.2 | Lotus | 1540 | 34x6 | 1.8 | 5.03 | WABQ | 20 | WDBN | 38,300 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WMMS | WZZP | WMMS | WHK | WMMS | WZZP | WMMS | WGAR | WMMS | WZZP | WMMS | WZZP | WMMS | WWWE |
| 2 | WZZP | WHK | WWWM | WGAR | WZZP | WDOK | WZZP | WHK | WZZP | WHK | WZZP | WDOK | WWWM | WZZP |
| 3 | WWWM | WDOK | WDMT | WZZP | WDMT | WHK | WGAR | WDOK | WWWM | WDOK | WWWM | WHK | WZZP | WQAL |
| 4 | WDMT | WGAR | WZZP | WKSW | WWWM | WGAR | WDMT | WZZP | WDMT | WKSW | WDMT | WGAR | WDMT | WMMS |
| 5 | WGCL | WQAL | WGCL | WMMS | WGCL | WQAL | WWWM | WERE | WGCL | WQAL | WGAR | WMMS | WWWE | WDOK |

**Market Rank:** 19
**Total Persons 12+:** 1,558,000
**Stations:** 22
**MSA Diaries:** 1,554

**Revenue Rank:** 17
**Revenue:** $35,492,750
**Income Rank:** 16
**Income:** $2,149,930

**Local Revenue:** $25,754,105
**National/Regional Revenue:** $8,599,785
**Network Compensation:** $695,722
**Other:** $443,138

**Commissions/Discounts:** $5,026,180
**Total Expenses:** $28,316,640
**Local TV Revenue:** $35,872,546
**Radio Performance Index:** 150

# COLUMBIA, SC

## WNOK-FM, WCOS continue to dominate

**FASTEST MOVER**—Black-formatted WOIC up 4.6 shares this book for fourth ranking 12+, fourth in both 18-34, 25-54 demographics. Jesse Bowers station carries some college football. Contests during rating period. Light TV campaign.

**BIGGEST DECREASE**—Country WCOS-FM off 3.5 shares 12+, first in prime 25-54 demos. Used Superstar Sweepstakes for various cash prizes and Payroll Game for payoff of $9.80 per hour to winners. Billboards backing up the Center of Everything TV spot ran during the rating period.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—WNOK-FM is first. Uses Century 21 consultants. Conducts many on-air contests giving away money to merchandise. Newspaper and TV advertising off-air based on WNOK theme "WNOK Turns Me On". Black WWDM ranks second. Stereo giveaways, bumper sticker contests highlight on-air effort. Heavy billboard showing. Adult contemporary WZLD consulted by Paul Christy is third. Heavy TV campaign featuring Gordon Jump of WKRP fame. WOIC is fourth.

**25-54 ADULTS**—WCOS-FM still maintains top rank in this prime demographic breakout. Cosmos adult contemporary WIS is second. Carries lots of sports including Atlanta Braves, Atlanta Falcons, University of South Carolina football. Used Gold Card contest offering small daily prizes. Heavy TV campaign, some newspaper and billboards. WNOK-FM is third. WOIC fourth.

**FACTS & FIGURES**—Bonneville's WXRY is up 1.8 shares for sixth place 12+. Fifth 25-54 adults. Fifth men 25-54; women 25-54.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | WNOK-FM | R | 13.6 | 17.5 | 19.7 | 20.9 | 20.0 | Blair | 104.7 | N/A | 26.5 | 5.34 | Audubon | 1 | WNOK-FM | 114,600 |
| 2 | WCOS-FM | C | 11.4 | 12.3 | 16.1 | 19.2 | 15.7 | McGavren | 97.9 | N/A | 20.4 | 5.44 | WCOS | 2 | WIS | 95,800 |
| 3 | WIS | AC | 15.9 | 10.4 | 15.2 | 12.4 | 12.0 | Christal | 560 | N/A | 20.5 | 4.13 | Cosmos | 3 | WCOS-FM | 88,300 |
| 4 | WOIC | B | 11.9 | 14.6 | 10.7 | 7.2 | 11.8 | Eastman | 1320 | 35x6 | 15.3 | 5.45 | Nuance Corp. | 4 | WZLD | 70,500 |
| 5 | WZLD | AC | 5.6 | 7.5 | 6.6 | 8.9 | 7.9 | Selcom | 96.7 | 30x6 | 14.5 | 3.83 | Suncom | 5 | WOIC | 66,000 |
| 6 | WXRY | BM | 9.2 | 6.7 | 7.8 | 5.9 | 7.7 | Major Market | 93.5 | 26x6 | 9.3 | 5.85 | Limetree Bay | 6 | WWDM | 54,900 |
| 7 | WWDM | B | 5.4 | 7.7 | 6.6 | 7.4 | 7.7 | Bernard Howard | 101.3 | 30x6 | 12.2 | 4.43 | Gamecock City | 7 | WXRY | 39,000 |
| 8 | WSCQ | AC | 6.9 | 6.1 | 5.9 | 4.4 | 4.7 | McGavren | 100.1 | 34 | 7.4 | 4.52 | Congaree | 8 | WSCQ | 33,100 |
| 9 | WQXL | REL | 0.9 | 1.7 | 0.9 | 1.1 | 1.8 | N/A | 1470 | 7.25 | 2.7 | 4.70 | Metro Comm. | 9 | WNOK | 17,100 |
| 10 | WLFF | BB | 2.2 | 3.8 | 1.4 | 1.7 | 1.2 | None | 620 | 15 | 1.9 | 4.50 | Southcom Inc. | 10 | WCOS | 13,900 |
| 11 | WNOK | R | 2.5 | 1.0 | 0.5 | 0.6 | 1.2 | Blair | 1230 | N/A | 3.0 | 2.80 | Audubon | 11 | WQXL | 11,800 |
| 12 | WPJS | REL | 1.1 | 0.6 | 0.9 | 1.1 | 1.2 | Southern | 106.7 | 7.10 | 2.1 | 3.89 | Smiles of S.C. | 12 | WPJS | 10,300 |
| 13 | WCOS | C | 6.3 | 3.3 | 1.4 | 3.0 | 0.6 | McGavren | 1400 | N/A | 2.0 | 2.06 | WCOS | 13 | WLFF | 8,300 |
| 14 | WDWQ | R | ** | ** | ** | ** | 0.4 | Selcom | 107.5 | 10x15 | 1.0 | 2.91 | Trident | 14 | WDWQ | 5,400 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WNOK-FM | WCOS-FM | WNOK-FM | WCOS-FM | WNOK-FM | WCOS-FM | WNOK A/F | WCOS A/F | WNOK-FM | WCOS-FM | WNOK A/F | WCOS A/F | WWDM | WCOS-FM |
| 2 | WWDM | WIS | WWDM | WIS | WOIC | WNOK-FM | WZLD | WNOK A/F | WZLD | WNOK-FM | WZLD | WIS | WNOK-FM | WOIC |
| 3 | WZLD | WNOK-FM | WZLD | WNOK-FM | WZLD | WIS | WCOS A/F | WIS | WWDM | WIS | WOIC | WNOK A/F | WZLD | WWDM |
| 4 | WOIC | WOIC | WCOS-FM | WZLD | WCOS-FM | WOIC | WWDM | WZLD | WOIC | WXRY | WWDM | WZLD | WOIC | WIS |
| 5 | WCOS-FM | WXRY | WOIC | WXRY | WWDM | WXRY | WOIC | WOIC | WCOS-FM | WOIC | WCOS A/F | WXRY | WCOS-FM | |

**Market Rank:** 91
**Total Persons 12+:** 345,500
**Stations:** 11
**MSA Diaries:** 756

**Revenue Rank:** 80
**Revenue:** $7,144,244
**Income Rank:** 57
**Income:** $464,076

**Local Revenue:** $5,487,380
**National/Regional Revenue:** $1,410,725
**Network Compensation:** $65,246
**Other:** $180,893

**Commissions/Discounts:** $616,248
**Total Expenses:** $6,063,920
**Local TV Revenue:** $6,231,477
**Radio Performance Index:** 122

# DALLAS-FT. WORTH

## Fairbanks KVIL regains top rank

**FASTEST MOVER**—Shamrock's KMGC TM-produced beautiful rock up 1.6 shares (2.8 to 4.4). Ranks third 18-34.

**BIGGEST DECREASE**—Susquehanna's country-formatted KPLX down 1.7 shares. Cash giveaways were offered on-air. Outside promotional activity ranged from medium billboard showing to transit and TV advertising. Station ranks tenth in 25-54 audience.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Belo's album rock KZEW is first. Consultant Jeff Pollack is at the helm. Station also ranks first in 18-34 men. Number one in all time periods for this age group except morning drive. On-air contests considered part of promotion effort. Fairbanks' KVIL-FM adult contemporary station bounces back up again for second place, first in 18-34 women, morning drive. KVIL is very promotion-minded station which builds its day on strong morning personality. Shamrock's KMGC programming TM-produced beautiful rock ranks third.

**25-54 ADULTS**—KVIL-FM wins here making it a total sweep from 18-54 year olds. Country KSCS is next. Also wins total overall 12+ audience. Capital Cities not only owns KSCS, but also WBAP which ranks third 25-54 and third 12+. Metromedia's Carl Brazell-run KRLD is fourth with good demographics. Station airs news by day, MOR music at night. Carries Dallas Cowboys football and conducts contests involving Dallas Cowboys events with football type prizes.

**FACTS & FIGURES**—Al Ham (KFJZ-AM), Jeff Pollack (KZEW), KMEZ (Bonneville), Burkhart/Abrams (KXTQ), Shulke (KOAX) all consult this market.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg81 | Fall 81 | | | | | | | | | |
| 1 | KSCS | C | 8.2 | 7.9 | 8.7 | 8.9 | 8.3 | Eastman | 96.3 | N/A | 14.9 | 4.29 | Capital Cities | 1 | KSCS | 492,900 |
| 2 | KVIL-FM | AC | 9.9 | 9.8 | 8.0 | 7.9 | 8.2 | Blair | 103.7 | 360 | 13.9 | 4.51 | Fairbanks | 2 | KRLD | 459,000 |
| 3 | WBAP | C | 7.6 | 9.2 | 6.4 | 6.5 | 6.8 | Eastman | 820 | 215 | 12.4 | 4.17 | Capital Cities | 3 | KVIL-FM | 455,100 |
| 4 | KKDA-FM | B | 5.8 | 5.1 | 5.5 | 6.9 | 6.5 | Selcom | 104.5 | 145 | 10.7 | 4.63 | Service | 4 | WBAP | 417,000 |
| 5 | KZEW | A | 3.8 | 4.9 | 4.7 | 5.0 | 6.5 | Major Market | 97.9 | N/A | 10.2 | 4.88 | Belo | 5 | KKDA-FM | 350,000 |
| 6 | KRLD | AC | 7.3 | 6.7 | 7.7 | 5.6 | 6.4 | Katz | 1080 | 350 | 13.0 | 3.81 | Metromedia | 6 | KTXQ | 343,500 |
| 7 | KEGL | R | 3.8 | 3.8 | 3.5 | 4.9 | 5.0 | Christal | 97.1 | N/A | 9.6 | 4.03 | Sandusky | 7 | KZEW | 328,800 |
| 8 | KMEZ | BM | 4.8 | 5.5 | 7.0 | 5.9 | 5.0 | McGavren | 100.3 | N/A | 8.3 | 4.67 | Group One | 8 | KEGL | 326,700 |
| 9 | KTXQ | A | 5.1 | 4.5 | 4.0 | 4.6 | 4.6 | CBS/FM | 102.1 | N/A | 9.6 | 3.73 | Gulf | 9 | WFAA | 274,200 |
| 10 | KMGC | AC | 3.3 | 3.8 | 3.2 | 2.8 | 4.4 | Selcom | 102.9 | 120x6 | 7.5 | 4.48 | Shamrock | 10 | KMEZ | 266,300 |
| 11 | KNOK-FM | B | 4.2 | 3.9 | 4.4 | 4.7 | 4.3 | Bernard Howard | 107.5 | N/A | 6.4 | 5.21 | EGG Dallas | 11 | KMGC | 244,700 |
| 12 | WFAA | N/T | 4.4 | 4.3 | 3.7 | 2.7 | 4.1 | Major Market | 570 | N/A | 8.0 | 3.93 | Belo | 12 | KOAX | 233,100 |
| 13 | KOAX | BM | 5.1 | 6.4 | 3.8 | 4.7 | 4.0 | RAR | 105.3 | 130 | 7.1 | 4.33 | Westinghouse | 13 | KPLX | 227,500 |
| 14 | KPLX | C | 1.6 | 2.7 | 5.8 | 5.1 | 3.4 | RKO | 99.5 | N/A | 6.6 | 3.93 | Susquehanna | 14 | KNOK-FM | 200,500 |
| 15 | KBOX | C | 4.0 | 3.3 | 3.0 | 2.7 | 2.4 | McGavren | 1480 | N/A | 4.0 | 4.74 | Group One | 15 | KLIF | 160,200 |
| 16 | KFJZ | RB | 1.0 | ** | 1.8 | 2.2 | 2.3 | Christal | 1270 | N/A | 4.2 | 4.15 | Swanson | 16 | KLVU | 145,400 |
| 17 | KLVU | AC | 3.3 | 2.5 | 2.2 | 3.4 | 1.8 | Jack Masla | 98.7 | 65x6 | 3.9 | 3.49 | SJR | 17 | KFJZ | 142,300 |
| 18 | KIXK | C | ** | 0.3 | 0.6 | 0.9 | 1.6 | N/A | 106.1 | 60 | 2.8 | 4.31 | KIX Radio | 18 | KBOX | 127,300 |
| 19 | WRR | CL | 1.4 | 1.6 | 1.0 | 1.2 | 1.5 | Concert Music | 101.1 | 60 | 3.1 | 3.68 | City of Dallas | 19 | KAFM | 124,500 |
| 20 | KESS | SP | 0.8 | ** | 1.1 | 1.0 | 1.3 | Cabellero | 93.9 | 58x12 | 1.6 | 6.63 | Latin American | 20 | WRR | 109,900 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KZEW | KVIL-FM | KZEW | KSCS | KVIL-FM | KVIL-FM | KVIL A/F | KVIL A/F | KZEW | KVIL-FM | KZEW | KVIL A/F | KZEW | KSCS |
| 2 | KVIL-FM | KSCS | KTXQ | WBAP | KKDA-FM | KSCS | KZEW | WBAP | KVIL-FM | KSCS | KVIL A/F | KSCS | KTXQ | KKDA-FM |
| 3 | KMGC | WBAP | KSCS | KRLD | KMGC | KKDA-FM | KMGC | KRLD | KMGC | KMEZ | KMGC | KRLD | KKDA-FM | WFAA |
| 4 | KSCS | KRLD | KVIL-FM | KVIL-FM | KSCS | KMEZ | KSCS | KSCS | KKDA-FM | WBAP | KKDA-FM | WBAP | KNOK-FM | KMEZ |
| 5 | KKDA-FM | KMEZ | KMGC | WFAA | KZEW | | | WFAA | KSCS | KOAX | KTXQ | KMEZ | KMGC | KVIL-FM |

**Market Rank:** 10
**Total Persons 12+:** 2,513,300
**Stations:** 29
**MSA Diaries:** 2,303

**Revenue Rank:** 7
**Revenue:** $61,478,254
**Income Rank:** 8
**Income:** $4,860,500

**Local Revenue:** $44,108,106
**National/Regional Revenue:** $16,503,501
**Network Compensation:** $630,923
**Other:** $235,724

**Commissions/Discounts:** $8,776,624
**Total Expenses:** $47,841,130
**Local TV Revenue:** $57,739,300
**Radio Performance Index:** 109

# DENVER-BOULDER

## Doubleday's "peak" climbs new heights

**FASTEST MOVER**—Doubleday's album rock KPKE-FM (formerly KHOW-FM) jumps 1.8 to 5.9 for 4.1 share point increase 12+. Ranks second 18-34. Uses Doubleday's "fusion rock" tight-formatted music list. Number one in all dayparts except morning drive among 18-34. Contests included $1,000 a day giveaway, television advertising.

**BIGGEST DECREASE**—Sandusky's Jeff Pollack-consulted KBPI-FM apparently felt the brunt of KPKE's head-to-head competition. Still outdistances every other station 18-34, ranks second total 12+.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—KBPI is first. KPKE second. General Electric's KOAQ rocker ranks third. Did Sunkist Car Giveaway during rating period. Album rock KBCO-FM licensed to Boulder/Denver is fourth. Conducted Boulder Music Awards. Group One's Noble-consulted album rock station is fifth. No on-air contesting.

**25-54 ADULTS**—Westinghouse's Bonneville-consulted beautiful music station is top adult outlet here. Also ranks third 12+ (up 1.2 shares). Featured "Mystery Song-Bingo Game" for trips, stereo equipment, movie outfits. GE's news/talk KOA is second based in part on strength of NFL Broncos football, pro basketball, Rockies NHL hockey. Ranks first overall 12+. Metromedia's newly-acquired KHOW-AM is third, but number one in morning drive.

**FACTS & FIGURES**—Three album rock consultants battled it out this book. Frank Felix at KAZY-FM (5.4), Jeff Pollack at KBPI-FM (7.1) and Doubleday national programmer Bobby Hattrick at KPKE (5.9). . . . Al Ham's "Music of Your Life" pulled 5.2 again on KEZW.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg | Fall | | | | | | | | | |
| 1 | KOA | N/T | 9.9 | 6.5 | 7.8 | 7.4 | 8.2 | Katz | 850 | 200 | 17.0 | 4.12 | GE | 1 | KOA | 319,700 |
| 2 | KBPI | A | 4.9 | 9.0 | 8.6 | 9.9 | 7.1 | Selcom | 105.9 | N/A | 15.7 | 3.86 | Sandusky | 2 | KBPI | 304,300 |
| 3 | KOSI | BM | 6.9 | 5.7 | 6.7 | 5.7 | 6.9 | RAR | 101.1 | 140 | 11.3 | 5.24 | Westinghouse | 3 | KIMN | 247,300 |
| 4 | KOAQ | R | 2.6 | 2.7 | 6.0 | 5.2 | 6.5 | Katz | 103.5 | 80x6 | 12.5 | 4.41 | GE | 4 | KAZY | 231,800 |
| 5 | KPKE | A | 2.0 | 1.5 | 1.1 | 1.8 | 5.9 | CBS/FM | 95.7 | N/A | 9.4 | 5.40 | Doubleday | 5 | KOAQ | 229,200 |
| 6 | KAZY | A | 6.1 | 5.2 | 4.2 | 5.7 | 5.4 | McGavren | 106.7 | N/A | 12.0 | 3.85 | Group One | 6 | KHOW | 212,800 |
| 7 | KEZW | BB | 2.1 | 3.2 | 3.2 | 5.2 | 5.2 | Torbet | 1430 | N/A | 8.7 | 5.17 | Republic Media | 7 | KOSI | 196,900 |
| 8 | KHOW | AC | 7.7 | 7.6 | 5.8 | 4.3 | 5.2 | Eastman | 630 | N/A | 11.2 | 4.02 | Metromedia | 8 | KPKE | 162,400 |
| 9 | KYGO | C | 3.1 | 2.8 | 3.5 | 5.7 | 5.2 | Blair | 98.5 | N/A | 9.2 | 4.86 | Jefferson-Pilot | 9 | KPPL | 162,400 |
| 10 | KIMN | R | 6.8 | 7.7 | 5.4 | 5.4 | 4.9 | Blair | 950 | N/A | 12.1 | 3.45 | Jefferson-Pilot | 10 | KYGO | 161,400 |
| 11 | KPPL | AC | 3.6 | 4.9 | 5.1 | 4.1 | 4.5 | Major Market | 107.5 | 110 | 8.9 | 4.36 | Register | 11 | KLZ | 154,400 |
| 12 | KLIR | BM | 6.5 | 7.3 | 6.1 | 5.9 | 4.2 | Christal | 100.3 | N/A | 7.8 | 4.58 | KLIR | 12 | KEZW | 150,900 |
| 13 | KLZ | C | 5.4 | 6.7 | 4.7 | 5.5 | 3.8 | McGavren | 560 | N/A | 8.1 | 3.96 | Group One | 13 | KLIR | 141,600 |
| 14 | KVOD | CL | 4.1 | 3.8 | 4.8 | 3.4 | 3.8 | Concert Music | 99.5 | 75x6 | 7.1 | 4.54 | Capital City | 14 | KVOD | 128,900 |
| 15 | KBCO | A | 1.3 | 1.6 | 2.4 | 3.1 | 3.5 | Jack Masla | 97.3 | 52x12 | 6.2 | 4.82 | Centennial | 15 | KBCO | 109,800 |
| 16 | KDKO | B | 1.6 | 0.9 | 2.5 | 2.8 | 1.7 | Roslin | 1510 | 50x12 | 3.1 | 4.61 | Sterling | 16 | KDEN | 87,400 |
| 17 | KFML | J | 1.7 | 1.8 | 0.9 | 1.0 | 1.6 | Lotus | 1390 | 26x12 | 2.5 | 5.50 | Radio Denver | 17 | KLAK | 85,300 |
| 18 | KLAK | C | 2.6 | 3.5 | 2.3 | 1.0 | 1.6 | Major Market | 1600 | 33 | 4.1 | 3.36 | Western Sun | 18 | KADX | 66,600 |
| 19 | KADX | C | 1.7 | 2.6 | 1.9 | 1.8 | 1.5 | Torbet | 105.1 | N/A | 3.4 | 3.80 | Great Empire | 19 | KERE | 64,100 |
| 20 | KDEN | N | 1.7 | 2.4 | 1.8 | 1.9 | 1.4 | Savalli&Schutz | 1340 | N/A | 3.9 | 3.01 | KDEN Broad. | 20 | KDKO | 55,400 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KBPI | KOSI | KBPI | KOA | KOAQ | KOSI | KBPI | KHOW | KPKE | KOSI | KPKE | KOSI | KPKE | KOA |
| 2 | KPKE | KOA | KPKE | KYGO | KBPI | KHOW | KHOW | KOA | KBPI | KYGO | KOAQ | KYGO | KBPI | KVOD |
| 3 | KOAQ | KHOW | KBCO | KBPI | KPPL | KOAQ | KPKE | KIMN | KOAQ | KPPL | KBPI | KHOW | KBCO | KOSI |
| 4 | KBCO | KYGO | KAZY | KOSI | KPKE | KPPL | KIMN | KVOD | KAZY | KEZW | KAZY | KPPL | KOAQ | KHOW |
| 5 | KAZY | KIMN | KYGO | KHOW | KIMN | KYGO | KOAQ | KOSI | KPPL | KHOW | KBCO | KLAK | KAZY | KYGO |

**Market Rank:** 23
**Total Persons 12+:** 1,391,800
**Stations:** 27
**MSA Diaries:** 1,620

**Revenue Rank:** 16
**Revenue:** $37,690,800
**Income Rank:** 19
**Income:** $1,655,712

**Local Revenue:** $27,736,685
**National/Regional Revenue:** $9,123,153
**Network Compensation:** $432,668
**Other:** $398,294

**Commissions/Discounts:** $5,512,236
**Total Expenses:** $30,522,852
**Local TV Revenue:** $41,868,471
**Radio Performance Index:** 134

# DETROIT

## "Wheels" rolls up 18-34; WJR takes 25-54

**FASTEST MOVER**—Schulke-programmed WJR-FM up 1.1 to score biggest book in at least one year (3.6 to 4.7). Ranks fifth 25-54. Capital Cities station ranks fourth in men 25-54.

**BIGGEST DECREASE**—Golden West's country WCXI off 1.1 shares dropping station to 16th overall 12+. Some on-air as well as off-air contesting.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Doubledays' WLLZ just as strong as ever with second seven share book (7.7 to 7.0 12+). Real story is in demographics which shows WLLZ album rocker (known as "Wheels") with first place demos 18-34, second men 18-34, third women 18-34. Album rock WRIF is very close second. Also ranks fourth 12+. Conducted bumper sticker contest, free concerts, ticket giveaways. WNIC-FM is off 12+ (5.1 to 4.5) but ranks third 18-34. Station consulted by E. Alvin Davis also ranks sixth 25-54. Century album rocker WABX is eleventh overall, but fourth 18-34. Did concert ticket giveaways on-air, some TV. Inner City's WLBS is up for second book in a row (2.5 to 3.3 and 3.7).

**25-54 ADULTS**—Ron Pancratz's WJR-AM carried Detroit Lions football, Red Wings NHL Hockey as well as Detroit Pistons NBA basketball. Shamrock's WWWW programmed by Dene Hallam is up for second straight book (4.1, 4.6, 5.1). Ranks second in 25-54 adults closely behind WJR. Gannett's WCZY adult contemporary format up slightly overall (3.0 to 3.5).

**FACTS & FIGURES**—ABC-owned WXYZ continues its audience increase this time up to 6.0 (from 5.4) for third overall. But demographics are somewhat older. Station ranks ninth 25-54. . . . Black WGPR continues to increase with fourth straight up book (now 3.9).

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | WJR | AC | 8.7 | 10.6 | 11.0 | 8.8 | 9.7 | Eastman | 760 | 261x6 | 18.5 | 4.36 | Capital Cities | 1 | WJR | 861,100 |
| 2 | WLLZ | A | 7.9 | 9.2 | 9.0 | 7.7 | 7.0 | McGavren | 98.7 | N/A | 13.9 | 4.22 | Doubleday | 2 | WLLZ | 657,300 |
| 3 | WXYZ | N/T | 3.4 | 3.6 | 4.1 | 5.4 | 6.0 | Blair | 1270 | N/A | 9.0 | 5.62 | ABC | 3 | WRIF | 627,400 |
| 4 | WRIF | A | 5.1 | 4.3 | 4.8 | 5.2 | 5.3 | Blair | 101.1 | 170 | 12.2 | 3.63 | ABC | 4 | WWJ | 572,400 |
| 5 | WWJ | N | 6.5 | 6.7 | 4.9 | 5.4 | 5.3 | CBS | 950 | N/A | 11.5 | 3.84 | Evening News | 5 | WNIC-FM | 571,400 |
| 6 | WWWW | C | 1.6 | 1.9 | 4.1 | 4.6 | 5.1 | Christal | 106.7 | 115x12 | 8.7 | 4.86 | Shamrock | 6 | WABX | 545,400 |
| 7 | WJR-FM | BM | 4.5 | 5.1 | 4.6 | 3.6 | 4.7 | Eastman | 96.3 | 72.50x6 | 9.2 | 4.28 | Capital Cities | 7 | CKLW | 436,900 |
| 8 | WNIC-FM | AC | 5.3 | 4.0 | 4.7 | 5.1 | 4.5 | RKO | 100.3 | N/A | 11.0 | 3.46 | Josephson | 8 | WJR-FM | 435,300 |
| 9 | WGPR | B | 1.6 | 1.8 | 2.3 | 3.0 | 3.9 | R. A. Lazar | 107.5 | 90 | 6.9 | 4.73 | WGPR, Inc. | 9 | WMJC | 409,100 |
| 10 | WLBS | B | 3.2 | 2.8 | 2.5 | 3.3 | 3.7 | Unirep | 102.7 | 80x10 | 6.5 | 4.74 | Inner City | 10 | WXYZ | 391,500 |
| 11 | WABX | A | 2.7 | 3.1 | 3.9 | 4.1 | 3.6 | Katz | 99.5 | 120 | 9.7 | 3.07 | Century | 11 | WWWW | 389,800 |
| 12 | WCZY | AC | 4.2 | 4.1 | 3.8 | 3.0 | 3.5 | CBS/FM | 95.5 | 150 | 6.5 | 4.49 | Gannett | 12 | WDRQ | 318,900 |
| 13 | WWJ-FM | BM | 3.0 | 3.8 | 2.7 | 3.0 | 3.5 | CBS | 97.1 | N/A | 6.4 | 4.60 | Evening News | 13 | WJLB | 318,200 |
| 14 | WMJC | AC | 5.0 | 4.5 | 4.4 | 3.7 | 3.4 | Major Market | 94.7 | N/A | 8.0 | 3.59 | Greater Media | 14 | WGPR | 314,900 |
| 15 | CKLW | AC | 3.6 | 3.7 | 3.5 | 3.8 | 3.0 | Christal | 800 | N/A | 7.9 | 3.18 | CKLW, Inc. | 15 | WCZY | 299,800 |
| 16 | WCXI | C | 5.5 | 4.6 | 3.4 | 3.9 | 2.8 | Torbet | 1130 | 270x6 | 5.8 | 3.99 | Golden West | 16 | WTWR | 293,800 |
| 17 | WJZZ | J | 3.2 | 2.7 | 1.8 | 2.4 | 2.8 | Bernard Howard | 105.9 | N/A | 5.7 | 4.05 | Bell | 17 | WLBS | 293,300 |
| 18 | WJLB | B | 0.5 | 3.0 | 2.6 | 2.1 | 2.7 | Jack Masla | 97.9 | 95x6 | 6.3 | 3.60 | Booth | 18 | WWJ-FM | 292,900 |
| 19 | WTWR | O | 2.9 | 2.4 | 2.9 | 2.4 | 2.5 | Katz | 92.3 | 265x6 | 5.8 | 3.66 | Golden West | 19 | WOMC | 292,300 |
| 20 | WOMC | AC | 3.9 | 3.5 | 4.0 | 3.2 | 2.4 | Katz | 104.3 | 150 | 5.7 | 3.57 | Metromedia | 20 | WCXI | 281,900 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WLLZ | WJR | WRIF | WJR | WNIC-FM | WJR | WNIC A/F | WJR | WRIF | WWWW | WLLZ | WWWW | WLLZ | WJR |
| 2 | WRIF | WWWW | WLLZ | WWWW | WMJC | WWWW | WRIF | CKLW | WLLZ | WJR | WRIF | WJR | WRIF | WWWW |
| 3 | WNIC-FM | WCZY | WABX | WWJ | WLLZ | CKLW | WLLZ | WWJ | WNIC-FM | WCZY | WNIC-FM | WJR-FM | WABX | WWJ |
| 4 | WABX | CKLW | WLBS | WJR-FM | WRIF | WNIC-FM | CKLW | WWWW | WMJC | WJR-FM | WMJC | WCZY | WLBS | WJZZ |
| 5 | WLBS | WJR-FM | WJZZ | WLLZ | | WCZY | WMJC | WNIC A/F | WABX | WXYZ | WABX | WNIC-FM | WJZZ | WLLZ |

**Market Rank:** 6
**Total Persons 12+:** 3,543,200
**Stations:** 26
**MSA Diaries:** 2,288

**Revenue Rank:** 10
**Revenue:** $59,296,309
**Income Rank:** 378
**Income:** $-1,654,310

**Local Revenue:** $41,812,821
**National/Regional Revenue:** $16,190,041
**Network Compensation:** $1,006,889
**Other:** $286,558

**Commissions/Discounts:** $8,249,225
**Total Expenses:** $52,101,394
**Local TV Revenue:** $49,915,670
**Radio Performance Index:** 184

# HARTFORD

## WTIC AM/FM tops the market

**FASTEST MOVER**—Ten Eighty Corporation's WTIC-FM rocker. Perry Ury's top 40 station gains 2.3 shares for most growth. Nets second 12+, second adults 18-34, fifth 25-54. Number one in women 18-34. PD Arnold Chase uses "Daily Number" giveaway to award $1,000 prize.

**BIGGEST DECREASE**—Sturgeon Corporations WKSS Bonneville-programmed beautiful music and black-formatted WKND (both off 2.1 shares this book). But WKSS still delivers third highest number of 25-54 adults. WKND ranks ninth 18-34.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—WHCN ranks first in men 18-34. Number one from 3pm-12mid among 18-34s. WTIC-FM's rock format rebounds from previous losses. WCCC-FM shows highest shares in at least two years. Ranks seventh overall 12+, second men 18-34. Buckley Broadcasting's WDRC-FM gains 1.3 shares.

**25-54 ADULTS**—WTIC outdistances competitors by three to one. Perry Ury also manages WTIC-AM which still in this day and age rates shares in the twenties (23.8 this book). Station firmly entrenched in marketplace. Ury uses ongoing research to stay ahead of competitors. Carried Hartford Whalers NFL Hockey but teams disappointing performance this year may not exactly be ratings builder. Offers trips to Disney World on-air. Uses medium TV to promote station's strong news and information image. Light newspaper to promote talk shows and contests. WRCH's Schulke-programmed beautiful music format is off 1.4 shares but still ranks second in prime 25-54 adults. Competitor WKSS is third in 25-54 making number two and three among that age group beautiful music stations.

**FACTS & FIGURES**—Adult contemporary WIOF rebounds to four shares ranking sixth 18-34, 25-54.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | WTIC | AC | 24.8 | 24.2 | 23.0 | 23.4 | 23.8 | Katz | 1080 | 365x12 | 34.7 | 5.76 | Ten Eighty | 1 | WTIC | 340,400 |
| 2 | WTIC-FM | R | 4.0 | 7.9 | 6.2 | 4.7 | 7.0 | Katz | 96.5 | 100x12 | 15.6 | 3.77 | Ten Eighty | 2 | WTIC-FM | 174,100 |
| 3 | WHCN | A | 3.9 | 4.3 | 5.1 | 6.2 | 6.5 | Jack Masla | 105.9 | 60x7 | 12.4 | 4.39 | Beck Ross | 3 | WDRC-FM | 150,600 |
| 4 | WRCH | BM | 9.4 | 11.5 | 9.2 | 7.7 | 6.3 | Christal | 100.5 | N/A | 11.3 | 4.67 | Radio Corp. | 4 | WCCC-FM | 131,300 |
| 5 | WKSS | BM | 6.6 | 5.1 | 6.3 | 7.9 | 5.8 | Blair | 95.7 | 70 | 10.6 | 4.63 | Sturgeon | 5 | WHCN | 129,300 |
| 6 | WDRC-FM | R | 2.4 | 3.8 | 3.4 | 4.0 | 5.3 | McGavren | 102.9 | N/A | 12.9 | 3.42 | Buckley | 6 | WDRC | 119,800 |
| 7 | WCCC-FM | A | 3.8 | 4.1 | 3.6 | 3.6 | 4.9 | Selcom | 106.9 | 45x6 | 11.4 | 3.60 | Greater Hartford | 7 | WPOP | 115,700 |
| 8 | WIOF | AC | 2.3 | 3.7 | 4.3 | 3.7 | 4.0 | Torbet | 104.1 | 54x6 | 8.7 | 3.83 | Merv Griffin | 8 | WRCH | 114,800 |
| 9 | WWYZ | AC | 3.9 | 3.1 | 3.4 | 4.0 | 3.7 | CBS/FM | 92.5 | N/A | 8.3 | 3.70 | WNAB, Inc. | 9 | WKSS | 109,000 |
| 10 | WDRC | AC | 5.4 | 3.3 | 5.3 | 4.2 | 3.6 | McGavren | 1360 | N/A | 9.7 | 3.13 | Buckley | 10 | WIOF | 95,900 |
| 11 | WPOP | N | 4.1 | 4.4 | 5.6 | 3.7 | 3.6 | Torbet | 1410 | 54x6 | 9.5 | 3.19 | Merv Griffin | 11 | WWYZ | 94,400 |
| 12 | WKND | B | 2.8 | 2.4 | 2.2 | 5.1 | 3.0 | R. A. Lazar | 1480 | 50x6 | 3.6 | 6.93 | Hartcom | 12 | WAQY | 59,700 |
| 13 | WRCQ | AC | 4.0 | 3.8 | 2.7 | 1.7 | 2.0 | Christal | 910 | N/A | 3.8 | 4.45 | Radio Corp. | 13 | WKCI | 54,800 |
| 14 | WKCI | R | 1.4 | 1.2 | 2.0 | 1.2 | 1.8 | McGavren | 101.3 | 105 | 4.6 | 3.31 | Kops-Monahan | 14 | WRCQ | 39,200 |
| 15 | WMLB | C | 3.1 | 1.5 | 1.4 | 0.8 | 1.7 | New England | 1550 | 24 | 2.0 | 6.90 | 1550 Radio | 15 | WPLR | 37,600 |
| 16 | WAQY | A | 2.4 | 2.3 | 1.9 | 1.9 | 1.7 | McGavren | 102.1 | N/A | 4.7 | 3.06 | Springfield FM | 16 | WKND | 32,700 |
| 17 | WPLR | R | 1.9 | 2.5 | 1.1 | 1.5 | 1.3 | Eastman | 99.1 | 90x6 | 3.2 | 3.43 | General | 17 | WCCC | 28,400 |
| 18 | WHYN-FM | BM | 1.4 | ** | 0.5 | 1.0 | 0.9 | Blair | 93.1 | 78x12 | 2.1 | 3.74 | Affiliated | 18 | WNBC | 26,400 |
| 19 | WNBC | AC | 0.4 | ** | 0.4 | 1.0 | 0.8 | Hillier | 660 | 600 | 2.1 | 3.12 | NBC | 19 | WHYN-FM | 23,500 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WHCN | WTIC | WHCN | WTIC | WTIC-FM | WTIC | WDRC A/F | WTIC | WCCC-FM | WTIC | WHCN | WTIC | WHCN | WTIC |
| 2 | WTIC-FM | WRCH | WCCC-FM | WDRC | WIOF | WRCH | WTIC | WDRC A/F | WTIC-FM | WRCH | WTIC-FM | WRCH | WCCC-FM | WDRC-FM |
| 3 | WCCC-FM | WKSS | WDRC | WHCN | WDRC-FM | WKSS | WHCN | WKSS | WHCN | WKSS | WCCC-FM | WTIC-FM | WTIC-FM | WWYZ |
| 4 | WDRC-FM | WWYZ | WTIC | WRCH | WHCN | WTIC-FM | WTIC-FM | WRCH | WIOF | WWYZ | WIOF | WWYZ | WWYZ | WTIC-FM |
| 5 | WWYZ | WTIC-FM | WWYZ | WWYZ | WWYZ | WWYZ | WCCC A/F | WTIC-FM | WWYZ | WTIC-FM | WWYZ | WKSS | WIOF | WHCN |

**Market Rank:** 41
**Total Persons 12+:** 794,400
**Stations:** 14
**MSA Diaries:** 1,267

**Revenue Rank:** 46
**Revenue:** $13,652,829
**Income Rank:** 28
**Income:** $1,034,261

**Local Revenue:** $9,103,425
**National/Regional Revenue:** $4,245,824
**Network Compensation:** $241,176
**Other:** $62,404

**Commissions/Discounts:** $2,072,720
**Total Expenses:** $10,545,848
**Local TV Revenue:** $16,222,765
**Radio Performance Index:** 111

# HOUSTON-GALVESTON

## KFMK, KRBE come of age

**FASTEST MOVER**—First Media's rock station KFMK gains two full shares 12+ for total ranking of eighth place. Places second 18-34, third 25-54. Excellent demographics. Second 18-34 men, first 25-54 men. Second 18-34 women. Conducted "Radio Rebate" contest on-air offering cash prizes of $1 to $1,000. Some outside TV advertising.

**BIGGEST DECREASE**—Amaturo's black-formatted KMJQ off 3.5 shares, but still first 12+. Lowest book in several years. Ranks third 18-34, third men 18-34, tied for second in women 18-34.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Rusk's Sebastian-Casey consulted album rock KLOL pulls in more 18-34 listeners than any other Houston station. Also first in men 18-34. Manager Hal Kemp goes with Rocktober promotion which many album rockers carry in various other cities. KFMK's format gathers a head of steam for this book with its best outing ever since First Media took over. Gulf's KRLY rocker is up dramatically for third place 12+.

**25-54 ADULTS**—KIKK-FM's country format leads this category with competitor KILT-FM closely behind. KFMK third. KODA next. Viacom's KIKK-FM rebounds from recent down book for second place 12+, first 25-54, second men 25-54, first women 25-54. TV campaign featuring "Don't Mess Around with My Radio Station" theme.

**FACTS & FIGURES**—KRBE's first book under FairWest's "Program One" rock format shows increase from 4.8 to 6.3. George Johns consults. Format resembles highly successful KVIL, Dallas offering. . . . Burns-Somerset consulted KILT-FM off 8.8 to 6.7 after two books with 8 shares.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | KMJQ | B | 10.8 | 11.0 | 13.2 | 11.2 | 7.7 | McGavren | 102.1 | N/A | 11.0 | 5.31 | Amaturo Group | 1 | KIKK-FM | 423,400 |
| 2 | KIKK-FM | C | 10.5 | 9.0 | 6.2 | 5.9 | 7.4 | Torbet | 95.7 | N/A | 12.5 | 4.51 | Viacom | 2 | KILT-FM | 387,500 |
| 3 | KRLY | R | 4.6 | 4.0 | 4.3 | 5.8 | 7.3 | Jack Masla | 93.7 | N/A | 10.7 | 5.12 | Gulf | 3 | KLOL | 381,900 |
| 4 | KLOL | A | 4.7 | 5.7 | 6.2 | 6.6 | 7.0 | Christal | 101.1 | N/A | 11.4 | 4.66 | Rusk | 4 | KRBE | 381,800 |
| 5 | KILT-FM | C | 3.0 | 2.9 | 8.6 | 8.8 | 6.7 | Blair | 100.3 | N/A | 11.5 | 4.42 | LIN | 5 | KTRH | 380,200 |
| 6 | KRBE | R | 5.6 | 6.9 | 5.5 | 4.8 | 6.3 | Katz | 104.1 | N/A | 11.0 | 4.31 | Lake Huron | 6 | KMJQ | 357,100 |
| 7 | KTRH | N/T | 5.0 | 6.2 | 5.7 | 6.4 | 6.1 | Christal | 740 | N/A | 11.0 | 4.22 | Rusk | 7 | KRLY | 353,800 |
| 8 | KFMK | R | 3.5 | 2.8 | 3.7 | 4.0 | 6.0 | RKO | 97.9 | N/A | 9.4 | 4.85 | First Media | 8 | KFMK | 309,300 |
| 9 | KODA | BM | 5.3 | 4.6 | 5.3 | 5.2 | 5.6 | RAR | 99.1 | N/A | 8.8 | 4.82 | Westinghouse | 9 | KODA | 292,500 |
| 10 | KPRC | N/T | 5.3 | 5.3 | 5.2 | 6.5 | 5.5 | CBS | 950 | N/A | 8.7 | 4.75 | Houston Post | 10 | KPRC | 290,100 |
| 11 | KYND | BM | 5.4 | 5.6 | 6.2 | 4.9 | 4.1 | Eastman | 92.5 | 320x6 | 7.4 | 4.15 | Harte-Hankes | 11 | KYND | 257,400 |
| 12 | KQUE | AC | 2.5 | 3.8 | 3.0 | 2.9 | 3.4 | Major Market | 102.9 | 175 | 4.2 | 6.14 | Texas Coast | 12 | KSRR | 241,400 |
| 13 | KSRR | A | 2.8 | 2.3 | 1.9 | 2.0 | 2.8 | Selcom | 96.5 | N/A | 6.2 | 3.41 | ABC | 13 | KILT | 227,100 |
| 14 | KILT | C | 2.8 | 2.7 | 2.5 | 2.3 | 2.2 | Blair | 610 | N/A | 5.5 | 3.02 | LIN | 14 | KENR | 216,500 |
| 15 | KENR | C | 3.2 | 3.1 | 3.3 | 2.8 | 2.0 | Katz | 1070 | N/A | 5.2 | 2.97 | Lake Huron | 15 | KULF | 188,800 |
| 16 | KEYH | SP | 4.3 | 1.9 | 1.8 | 1.5 | 1.9 | Lotus | 850 | 46x6 | 2.4 | 6.04 | Artlite | 16 | KQUE | 132,800 |
| 17 | KLAT | SP | 2.6 | 2.4 | 1.3 | 1.9 | 1.9 | Caballero | 1010 | 78x12 | 2.4 | 6.10 | Spanish Brdcstg. | 17 | KLEF | 105,000 |
| 18 | KLEF | CL | 1.6 | 1.3 | 1.4 | 1.9 | 1.8 | Concert Music | 94.5 | 90x6 | 3.1 | 4.45 | Entertainment | 18 | KIKK | 79,000 |
| 19 | KULF | AC | 2.6 | 2.7 | 1.9 | 2.1 | 1.6 | Eastman | 790 | 320x6 | 4.4 | 2.84 | Harte-Hankes | 19 | KNUZ | 76,900 |
| 20 | KLVL | SP | 1.0 | 1.1 | 1.3 | 1.5 | 1.4 | National Time | 1480 | 24 | 2.0 | 5.43 | Felix Morales | 20 | KEYH | |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KLOL | KIKK-FM | KLOL | KFMK | KRLY | KIKK-FM | KFMK | KIKK-FM | KFMK | KIKK-FM | KLOL | KIKK-FM | KLOL | KIKK-FM |
| 2 | KFMK | KILT-FM | KFMK | KIKK-FM | KFMK | KODA | KIKK-FM | KILT-FM | KRLY | KODA | KFMK | KODA | KMJQ | KFMK |
| 3 | KMJQ | KFMK | KMJQ | KILT-FM | KMJQ | KILT-FM | KLOL | KFMK | KIKK-FM | KILT-FM | KMJQ | KILT-FM | KRLY | KMJQ |
| 4 | KRLY | KODA | KIKK-FM | KTRH | KRBE | KFMK | KILT-FM | KTRH | KLOL | KFMK | KIKK-FM | KFMK | KFMK | KILT-FM |
| 5 | KIKK-FM | KMJQ | KILT-FM | KMJQ | KIKK-FM | KMJQ | KRBE | KODA | KMJQ | KMJQ | KRLY | KMJQ | KIKK-FM | KRLY |

**Market Rank:** 9
**Total Persons 12+:** 2,603,500
**Stations:** 30
**MSA Diaries:** 1,961

**Revenue Rank:** 9
**Revenue:** $60,350,329
**Income Rank:** 3
**Income:** $11,165,445

**Local Revenue:** $42,077,044
**National/Regional Revenue:** $15,561,697
**Network Compensation:** $450,880
**Other:** $2,260,708

**Commissions/Discounts:** $9,201,281
**Total Expenses:** $39,983,603
**Local TV Revenue:** $47,503,648
**Radio Performance Index:** 98

# LOS ANGELES

## KABC dominates adults; KLOS gains in 18-34

**FASTEST MOVER**—George Green's ABC-owned talk station up 1.4 shares to pull 8.0 (best outing since spring, 1981). Carried Dodgers baseball, playoffs, World Series. USC college football. Various on-air promotions including "Lover of the Year" contest with free trip to Hawaii.

**BIGGEST DECREASE**—Metromedia's album rock KMET-FM is down 1.2 shares as battle with ABC-owned KLOS heats up. KMET had been gaining 12+ audience in past few books. Still number one (just ahead of KLOS) in 18-34 adults.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Battle is between Metromedia's album rock KMET and Jeff Pollack-consulted KLOS. KLOS squeezed past KMET 12+. KMET still holds on to lead 18-34. Close race in all dayparts except 7pm-12mid where KMET dominates. RKO's KRTH is third 18-34 using "Listen & Win" contests to giveaway albums, concert tickets. Greater Media's KHTZ, CBS's KNX-FM are essentially tied for fourth. GM Bob Moore uses consultant Bob Henabery.

**25-54 ADULTS**—ABC's KABC really rolled up a big victory this book thanks in part to heavy listener interest in Los Angeles Dodgers World Series victory. Bonneville's KBIG-FM ran no contests, but did a medium TV, transit advertising campaign to wind up in second place 12+, 25-54. Interesting note: KBIG's strings format features vocals by Linda Ronstadt, Judy Collins, Don McLean, Elvis Presley. Morning drive is loaded with news, service unlike most beautiful music stations. All news KFWB is third.

**FACTS & FIGURES**—CBS news station KNX-AM held on to its 3 share for fourth straight book. . . . Competitor KNTQ off.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fall 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | KABC | T | 6.9 | 6.9 | 8.5 | 6.6 | 8.0 | Katz | 790 | 450x12 | 13.0 | 4.86 | ABC | 1 | KABC | 1,323,600 |
| 2 | KBIG | BM | 5.1 | 6.5 | 5.5 | 6.0 | 5.0 | Torbet | 104.3 | N/A | 8.7 | 4.54 | Bonneville | 2 | KFWB | 1,043,400 |
| 3 | KLOS | A | 2.7 | 2.9 | 3.6 | 4.5 | 4.7 | Katz | 95.5 | N/A | 8.8 | 4.16 | ABC | 3 | KMET | 954,900 |
| 4 | KMET | A | 3.6 | 3.9 | 4.6 | 5.7 | 4.5 | Eastman | 94.7 | 510 | 8.8 | 4.06 | Metromedia | 4 | KLOS | 948,800 |
| 5 | KFWB | N | 5.0 | 4.6 | 3.8 | 3.7 | 4.4 | RAR | 980 | N/A | 9.3 | 3.75 | Westinghouse | 5 | KNX | 925,700 |
| 6 | KJOI | BM | 4.3 | 4.3 | 3.8 | 4.5 | 3.7 | Selcom | 98.7 | 275 | 6.8 | 4.35 | CCLA | 6 | KBIG | 902,600 |
| 7 | KNX | N | 4.2 | 3.5 | 3.8 | 3.2 | 3.2 | CBS | 1070 | 500 | 7.7 | 3.24 | CBS | 7 | KRTH | 708,600 |
| 8 | KRTH | AC | 3.2 | 3.9 | 3.1 | 3.5 | 3.1 | RKO | 101.1 | N/A | 6.4 | 3.87 | RKO | 8 | KJOI | 708,400 |
| 9 | KHTZ | AC | 3.0 | 3.6 | 3.0 | 3.1 | 3.0 | Selcom | 97.1 | N/A | 6.2 | 3.75 | Greater Media | 9 | KHTZ | 699,800 |
| 10 | KRLA | AC | 4.1 | 2.9 | 3.7 | 2.6 | 2.8 | P/W | 1110 | 260 | 5.4 | 4.04 | KRLA, Inc. | 10 | KIQQ | 674,600 |
| 11 | KLAC | C | 3.7 | 3.2 | 2.9 | 2.9 | 2.7 | Eastman | 570 | 280 | 5.5 | 3.93 | Metromedia | 11 | KFI | 654,500 |
| 12 | KNX-FM | MM | 2.8 | 4.3 | 2.8 | 3.0 | 2.6 | CBS/FM | 93.1 | N/A | 5.3 | 3.94 | CBS | 12 | KIIS | 632,600 |
| 13 | KOST | BM | 2.5 | 2.9 | 2.5 | 2.1 | 2.6 | Christal | 103.5 | N/A | 5.1 | 4.10 | Cox | 13 | KMPC | 598,700 |
| 14 | KALI | SP | 2.4 | 2.0 | 1.1 | 1.7 | 2.5 | Jack Masla | 1430 | N/A | 3.0 | 6.47 | UBC | 14 | KLAC | 594,700 |
| 15 | KIQQ | R | 3.1 | 2.7 | 2.6 | 2.9 | 2.5 | Jack Masla | 100.3 | N/A | 5.8 | 3.45 | Outlet | 15 | KRLA | 592,600 |
| 16 | KZLA-FM | C | 1.6 | 2.5 | 1.7 | 2.0 | 2.5 | Blair | 93.9 | N/A | 5.2 | 4.49 | Capital Cities | 16 | KNX-FM | 583,700 |
| 17 | KGFJ | B | 0.8 | 0.8 | 1.4 | 2.1 | 2.4 | Jack Masla | 1230 | N/A | 3.9 | 4.76 | Inner City | 17 | XTRA | 568,000 |
| 18 | KROQ-FM | SP | 1.8 | 1.6 | 1.7 | 1.8 | 2.4 | Roslin | 106.7 | N/A | 4.3 | 4.40 | Cameron | 18 | KOST | 545,700 |
| 19 | KTNQ | SP | 1.7 | 1.5 | 1.9 | 2.7 | 2.4 | Caballero | 1020 | 96x12 | 3.1 | 6.20 | K-Love | 19 | KROQ | 453,700 |
| 20 | XTRA | AC | 1.0 | 2.0 | 1.6 | 1.8 | 2.4 | Major Market | 690 | N/A | 5.1 | 3.69 | Noble | 20 | KZLA-FM | 443,700 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KMET | KABC | KMET | KABC | KHTZ | KABC | KLOS | KABC | KMET | KBIG | KMET | KBIG | KMET | KABC |
| 2 | KLOS | KBIG | KLOS | KFWB | KRTH | KBIG | KMET | KFWB | KLOS | KABC | KLOS | KABC | KLOS | KMET |
| 3 | KRTH | KFWB | KRTH | KBIG | KMET | KALI | KTNQ | KTNQ | KRTH | KRTH | KNX-FM | KFWB | KROQ-FM | KBIG |
| 4 | KHTZ | KZLA | KNX-FM | KLOS | KNX-FM | KHTZ | KRTH | KFI | KNX-FM | KRLA | KRTH | KRLA | KRTH | KZLA |
| 5 | KNX-FM | KRTH | KROQ-FM | KRTH | KLOS | KRLA | KHTZ | KNX | KRLA | KFWB | KHTZ | KZLA | KHTZ | KNX |

**Market Rank:** 2
**Total Persons 12+:** 7,965,500
**Stations:** 43
**MSA Diaries:** 4,086

**Revenue Rank:** 1
**Revenue:** $175,281,253
**Income Rank:** 1
**Income:** $38,583,656

**Local Revenue:** $106,162,156
**National/Regional Revenue:** $66,819,658
**Network Compensation:** $1,529,043
**Other:** $770,396

**Commissions/Discounts:** $28,046,444
**Total Expenses:** $108,651,153
**Local TV Revenue:** $192,559,405
**Radio Performance Index:** 99

# LOUISVILLE

## WRKA becomes Louisville's young adult slugger

**FASTEST MOVER**—Capitol's Ray Quinn-run WRKA-FM adult contemporary format has been on the increase for the past two books (3.6-6.8-9.2). Uses Gold Card promotion so listeners can win car, cash and TV appliances. Ran with medium exposure TV campaign. Some magazine ads. Station ranks first 18-34.

**BIGGEST DECREASE**—Drake-Chenault programmed country WAMZ is off 2.7 shares overall. Still strong enough to rank fourth 25-54.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—WRKA wins with almost double what its nearest competitor has. WLOU's black format is second (fifth overall jumping from 6.3 to 8.0). Sebastian-Casey consulted album rocker WQMF is up for third straight book ranking third 18-34, first men 18-34. John Page Otting's station conducted on-air contests. Used outside TV advertising. Multimedia's WAKY pulled in fourth. On-air contests, TV, billboards.

**25-54 ADULTS**—Great Trails WCII country station wins most in this category (third in overall audience). Consulted by E. Alvin Davis. On-air contesting during rating period. WRKA is second in 25-54 making its total 18-34 spread very impressive. Schulke-programmed beautiful music WVEZ gives Multimedia the third highest rated station (number one overall 12+). Country WAMZ is next. Station conducted outside advertising campaign.

**FACTS & FIGURES**—Consultants John Sebastian (WQMF) battles Burkhart/Abrams (WLRS) in album rock competition. . . . Al Ham's Big Band/nostalgia format is on WXVW (2.1 to 0.9 first book).

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | WVEZ | BM | 12.9 | 10.7 | 9.9 | 10.4 | 9.3 | Eastman | 106.9 | N/A | 12.0 | 5.56 | Multimedia | 1 | WHAS | 196,000 |
| 2 | WRKA | AC | 1.6 | 3.1 | 3.6 | 6.8 | 9.2 | Christal | 103.1 | 60 | 14.3 | 4.59 | Capitol | 2 | WAKY | 152,900 |
| 3 | WCII | C | 4.7 | 4.5 | 4.7 | 6.7 | 8.4 | Torbet | 1080 | N/A | 14.3 | 4.20 | Great Trails | 3 | WCII | 141,600 |
| 4 | WHAS | AC | 10.8 | 8.9 | 7.8 | 9.7 | 8.4 | Blair | 840 | 180 | 17.7 | 3.40 | WHAS, Inc. | 4 | WRKA | 138,400 |
| 5 | WLOU | B | 4.7 | 9.4 | 5.7 | 6.3 | 8.0 | Bernard Howard | 1350 | 40x6 | 7.6 | 7.55 | Summers | 5 | WAVG | 137,100 |
| 6 | WAMZ | C | 6.9 | 8.8 | 11.7 | 10.6 | 7.9 | Blair | 97.5 | 80 | 13.6 | 4.15 | WAMZ, Inc. | 6 | WKJJ | 134,400 |
| 7 | WQMF | A | 4.7 | 3.7 | 3.9 | 6.1 | 7.7 | Selcom | 95.7 | 45x12 | 12.6 | 4.37 | The Other Corp. | 7 | WAMZ | 134,300 |
| 8 | WAVG | AC | 8.2 | 7.7 | 6.8 | 8.2 | 7.2 | Katz | 970 | 65x6 | 13.3 | 3.89 | ORIN | 8 | WQMF | 122,700 |
| 9 | WKJJ | R | 10.2 | 7.8 | 10.5 | 8.7 | 6.9 | Torbet | 99.7 | N/A | 13.0 | 3.82 | Great Trails | 9 | WLRS | 113,000 |
| 10 | WAKY | O | 5.7 | 9.8 | 9.5 | 5.0 | 6.2 | Eastman | 790 | N/A | 13.6 | 3.28 | Multimedia | 10 | WVEZ | 109,800 |
| 11 | WLRS | A | 10.1 | 5.7 | 8.5 | 6.0 | 5.1 | Katz | 102.3 | 60x6 | 10.3 | 3.50 | Kentucky Tech | 11 | WLOU | 65,100 |
| 12 | WINN | BB | 8.0 | 5.9 | 5.0 | 3.6 | 3.3 | McGavren | 1240 | 40 | 5.9 | 4.05 | Whatever's Fair | 12 | WINN | 60,200 |
| 13 | WFIA | REL | 1.5 | 1.4 | 1.1 | 1.3 | 2.2 | None | 900 | 10x10 | 3.1 | 5.03 | Radio 900 | 13 | WXLN | 31,000 |
| 14 | WTMT | C | 2.0 | 2.8 | 2.9 | 2.3 | 1.7 | Jack Masla | 620 | 18 | 2.0 | 6.29 | Jefferson | 14 | WFIA | 29,000 |
| 15 | WXLN | REL | 0.7 | 1.1 | 1.1 | 1.2 | 1.7 | Radio Spot | 103.9 | 20x10 | 3.0 | 4.04 | Radio 900 | 15 | WJYL | 25,600 |
| 16 | WJYL | AC | 1.6 | 3.5 | 1.9 | 0.4 | 0.9 | CBS/FM | 101.7 | 40 | 2.2 | 2.98 | Publicast Comm. | 16 | WXVW | 22,400 |
| 17 | WXVW | BB | 1.2 | 1.1 | 0.9 | 2.1 | 0.9 | Savelli & Schutz | 1450 | 35x6 | 2.0 | 3.24 | Sunnyside | 17 | WTMT | 17,000 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WRKA | WCII | WQMF | WCII | WRKA | WRKA | WRKA | WCII | WRKA | WRKA | WRKA | WVEZ | WRKA | WVEZ |
| 2 | WLOU | WRKA | WRKA | WHAS | WAKY | WVEZ | WAKY | WHAS | WAKY | WVEZ | WQMF | WAMZ | WQMF | WRKA |
| 3 | WQMF | WVEZ | WLOU | WRKA | WKJJ | WCII | WCII | WAKY | WLOU | WCII | WAKY | WRKA | WLRS | WAMZ |
| 4 | WAKY | WAMZ | WLRS | WAMZ | WAMZ | WAMZ | WHAS | WAMZ | WCII | WLOU | WLRS | WCII | WKJJ | WCII |
| 5 | | WHAS | WAKY | WAKY | WLOU | | WQMF | WRKA | WKJJ | | WKJJ | WHAS | WAMZ | |

**Market Rank:** 42
**Total Persons 12+:** 743,200
**Stations:** 17
**MSA Diaries:** 1,372

**Revenue Rank:** 47
**Revenue:** $13,229,078
**Income Rank:** 371
**Income:** $-1,137,721

**Local Revenue:** $10,048,590
**National/Regional Revenue:** $2,778,035
**Network Compensation:** $194,653
**Other:** $207,800

**Commissions/Discounts:** $1,664,551
**Total Expenses:** $12,702,248
**Local TV Revenue:** $15,690,144
**Radio Performance Index:** 97

# MEMPHIS

## Plough's WHRK almost doubles

**FASTEST MOVER**—Plough black-formatted WHRK jumps from 9.6 to 16.7 in total audience 12+. First in 18-34, 25-54 adults. Used window sticker game for cash prizes to audience. Did 5 outdoor billboards.

**BIGGEST DECREASE**—Scripps-Howard country formatted WMC-AM off 3.9 shares overall. Still third 25-54. Conducted Las Vegas jackpot on-air during rating period for trip to Las Vegas. Also cash contest. Some TV and billboards.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—WHRK wins here. WZXR is second with Burkhart/Abrams album rock format. Used medium exposure TV campaign, magazine ads, some transit advertising. WMC-FM is third with its rock format.

**25-54 ADULTS**—WHRK is first beating out WEZI's Schulke-programmed beautiful music format which is delivering excellent demographics. WMC third. WRVR adult contemporary station ranks fourth. Used WRVR Key Kaper promotion for $1004 savings certificate and a trip to Bermuda. WLVS ranks 6th 25-54; ninth overall. Contests offered stereo prize. Used TV, magazine ads. Some billboards.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | WHRK | B | 9.2 | 12.6 | 11.1 | 9.6 | 16.7 | Eastman | 97.1 | N/A | 17.2 | 6.09 | Plough | 1 | WMC-FM | 159,500 |
| 2 | WEZI | BM | 10.9 | 10.5 | 12.1 | 10.8 | 11.2 | Katz | 105.9 | 101x6 | 14.7 | 4.78 | Harte-Hankes | 2 | WHRK | 153,900 |
| 3 | WMC-FM | R | 10.5 | 9.4 | 7.4 | 10.3 | 9.1 | Blair | 99.7 | N/A | 15.2 | 3.73 | Scripps-Howard | 3 | WEZI | 140,400 |
| 4 | WZXR | A | 8.6 | 10.2 | 13.4 | 11.5 | 8.8 | McGavren | 102.7 | N/A | 11.8 | 4.70 | Summit | 4 | WMC | 117,400 |
| 5 | WMC | C | 8.8 | 9.7 | 10.9 | 11.8 | 7.9 | Blair | 790 | N/A | 11.9 | 4.20 | Scripps-Howard | 5 | WDIA | 117,100 |
| 6 | WDIA | B | 7.9 | 8.7 | 5.9 | 5.4 | 7.6 | Bernard Howard | 1070 | 76x6 | 11.7 | 4.10 | Viacom | 6 | WZXR | 112,700 |
| 7 | WRVR | AC | 5.8 | 5.6 | 5.4 | 6.6 | 6.6 | Bernard Howard | 104.5 | 90x6 | 9.9 | 4.16 | Viacom | 7 | WRVR | 99,700 |
| 8 | WLOK | B | 5.8 | 6.7 | 4.7 | 5.1 | 5.1 | Jack Masla | 1340 | 45x6 | 8.8 | 3.69 | Gilliam | 8 | WHBQ | 92,600 |
| 9 | WLVS | C | 2.3 | 3.5 | 5.0 | 5.2 | 4.2 | Selcom | 94.3 | 42x6 | 6.7 | 3.94 | Omni | 9 | WLOK | 91,600 |
| 10 | WMPS | C | 6.3 | 3.5 | 4.2 | 6.9 | 4.0 | Eastman | 680 | N/A | 7.2 | 3.50 | Plough | 10 | WREC | 85,600 |
| 11 | WHBQ | O | 6.6 | 3.8 | 4.8 | 4.4 | 3.8 | RKO | 560 | N/A | 7.8 | 3.05 | RKO | 11 | WMPS | 78,700 |
| 12 | WREC | BB | 4.1 | 4.5 | 4.2 | 2.9 | 3.7 | McGavren | 600 | N/A | 7.4 | 3.15 | Summit | 12 | WLVS | 69,500 |
| 13 | KWAM-FM | B | 2.5 | 2.3 | 1.0 | 0.8 | 2.4 | Dora Clayton | 101.1 | N/A | 3.8 | 3.91 | KWAN, Inc. | 13 | KWAM-FM | 39,200 |
| 14 | WWEE | N/T | 3.3 | 2.6 | 2.3 | 1.4 | 2.0 | Selcom | 1430 | N/A | 2.0 | 6.00 | Big River | 14 | WWEE | 18,500 |
| 15 | WMSO | REL | ** | ** | ** | ** | 1.2 | N/A | 630 | N/A | 1.3 | 5.76 | Victory | 15 | WMSO | 12,400 |
| 16 | KSUD | REL | 1.4 | ** | 0.5 | 1.3 | 0.7 | N/A | 730 | 8.55 | 1.0 | 4.36 | Newport | 16 | KWAM | 12,700 |
| 17 | KWAM | REL | 2.5 | 2.7 | 1.6 | 2.1 | 0.7 | Dora Clayton | 990 | N/A | 1.2 | 3.73 | KWAM, Inc. | 17 | KSUD | 10,100 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WHRK | WHRK | WHRK | WHRK | WHRK | WEZI | WHRK | WMC | WHRK | WEZI | WHRK | WEZI | WHRK | WHRK |
| 2 | WZXR | WEZI | WZXR | WEZI | WRVR | WHRK | WRVR | WEZI | WZXR | WHRK | WMC-FM | WRVR | WZXR | WEZI |
| 3 | WMC-FM | WMC | WMC-FM | WMC | WMC-FM | WRVR | WZXR | WHRK | WRVR | WRVR | WRVR | WHRK | WMC-FM | WRVR |
| 4 | WRVR | WRVR | WRVR | WLVS | WZXR | WMC | WMC-FM | WRVR | WMC-FM | WMC | WZXR | WMC | WEZI | WLVS |
| 5 | | WMC-FM | | WRVR | | WMC-FM | WHBQ | WMC-FM | WEZI | WMC-FM | WLVS | WMC-FM | WRVR | WMC |

**Market Rank:** 43
**Total Persons 12+:** 742,800
**Stations:** 17
**MSA Diaries:** 1,317

**Revenue Rank:** 39
**Revenue:** $15,315,593
**Income Rank:** 153
**Income:** $99,655

**Local Revenue:** $10,236,401
**National/Regional Revenue:** $4,696,674
**Network Compensation:** $278,049
**Other:** $104,469

**Commissions/Discounts:** $2,227,700
**Total Expenses:** $12,988,238
**Local TV Revenue:** $15,290,952
**Radio Performance Index:** 97

# MILWAUKEE-RACINE

## Three stations battle for 18-34; WBCS wins 25-54

**FASTEST MOVER**—LIN's Schulke II adult contemporary format on WEMP up from 0.9 to 2.8. Ranks eleventh 25-54. Outside advertising included bus cards and TV.

**BIGGEST DECREASE**—Tie between Schulke-programmed WEZW beautiful music and Hearst adult contemporary WISN. WEZW still third 25-54. WISN second.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Malrite's WZUU-FM inches ahead of Hearst's WLPX Burkhart/Abrams consulted album rocker which is tied with WQFM album rocker. WZUU-FM offered vacations as part of its on-air promotion. Did heavy transit advertising and 100 taxitops. Very promotion-minded station. WLPX is number one at night 18-34 and no worse than fourth in any other 18-34 daypart. Country WBCS is fourth.

**25-54 ADULTS**—Great Trails' country staton WBCS is up almost one full sharepoint for first 25-54 and third overall 12+. Carried baseball. Ran "Money Man," "Secret Sound" contests. Also gave away Nashville trip. Other on-air promotions. Light TV. WISN is solid number two 25-54. WEZW is third conducting "Win An Easy Day" contest with 104 various prizes. Some transit advertising. WZUU-FM comes in fourth.

**FACTS & FIGURES**—WZUU-AM switched to oldies. Held "Great America Theme Park" concert promo. Ratings about the same 1.9 to 2.0. . . . FM 100 (WXJY), Burkhart/Abrams (WLPX), John Lund (WISN), Schulke (WEZW, WEMP) consult in this market. . . . Five of the top seven stations showed decreases in 12+ audience.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | WTMJ | AC | 15.3 | 15.0 | 12.3 | 10.7 | 9.8 | Christal | 620 | 215 | 18.8 | 3.93 | WTMJ | 1 | WTMJ | 334,500 |
| 2 | WEZW | BM | 10.3 | 12.0 | 11.8 | 11.4 | 9.4 | McGavren | 103.7 | 109 | 13.9 | 5.08 | Multimedia | 2 | WISN | 309,100 |
| 3 | WBCS | C | 7.1 | 8.7 | 8.2 | 8.3 | 9.2 | Torbet | 102.9 | 124 | 14.0 | 4.96 | Great Trails | 3 | WBCS | 229,200 |
| 4 | WISN | AC | 10.7 | 10.3 | 11.0 | 10.1 | 8.1 | Katz | 1130 | 150x6 | 16.7 | 3.66 | Hearst | 4 | WEZW | 228,300 |
| 5 | WZUU-FM | AC | 5.1 | 4.0 | 4.8 | 5.3 | 6.6 | Eastman | 95.7 | 112 | 12.4 | 4.00 | Malrite | 5 | WZUU-FM | 220,300 |
| 6 | WLPX | A | 8.1 | 7.2 | 6.0 | 6.3 | 5.8 | Katz | 97.3 | 100 | 11.5 | 3.81 | Hearst | 6 | WLPX | 209,500 |
| 7 | WQFM | A | 4.4 | 3.7 | 4.3 | 6.0 | 5.5 | Selcom | 93.3 | N/A | 9.8 | 4.20 | Shamrock | 7 | WQFM | 169,200 |
| 8 | WLUM | B | 1.8 | 2.7 | 3.2 | 2.6 | 4.0 | Bernard Howard | 102.1 | N/A | 6.5 | 4.63 | Suburbanaire | 8 | WOKY | 167,600 |
| 9 | WMYX | AC | 0.6 | 1.3 | 1.5 | 3.6 | 3.8 | Blair | 99.1 | N/A | 8.0 | 3.60 | LIN | 9 | WKTI | 162,900 |
| 10 | WKTI | R | 3.8 | 3.3 | 2.5 | 3.9 | 3.4 | Christal | 94.5 | 39 | 8.2 | 3.17 | WTMJ | 10 | WMYX | 150,800 |
| 11 | WFMR | CL | 2.3 | 2.9 | 5.0 | 2.3 | 2.9 | Roslin | 96.5 | 50 | 5.3 | 4.08 | WFMR | 11 | WLUM | 107,600 |
| 12 | WEMP | AC | 1.5 | 1.2 | 0.7 | 0.9 | 2.8 | Blair | 1250 | N/A | 5.0 | 4.24 | LIN | 12 | WRKR | 101,800 |
| 13 | WOKY | AC | 7.2 | 3.4 | 3.0 | 4.0 | 2.7 | Hillier | 920 | 75 | 7.5 | 2.67 | Charter | 13 | WZUU | 93,200 |
| 14 | WMKE | C | 2.0 | 2.3 | 2.2 | 2.0 | 2.0 | Torbet | 1340 | 45 | 4.2 | 3.54 | Great Trails | 14 | WFMR | 92,200 |
| 15 | WXJY | BM | 2.3 | 1.9 | 0.8 | 1.8 | 2.0 | P/W | 98.3 | N/A | 2.6 | 5.81 | Darrell Peters | 15 | WMKE | 78,600 |
| 16 | WZUU | O | 1.9 | 0.9 | 0.6 | 1.9 | 2.0 | Eastman | 1290 | 62 | 4.7 | 3.17 | Malrite | 16 | WEMP | 86,100 |
| 17 | WRKR | R | 0.9 | 2.2 | 2.3 | 2.8 | 1.7 | N/A | 100.7 | 40x6 | 4.6 | 2.72 | Brdcst. Mgmt. | 17 | WBBM | 61,400 |
| 18 | WBKV-FM | BM | 1.2 | 1.1 | 1.0 | 0.8 | 1.5 | N/A | 92.5 | 18 | 2.9 | 3.98 | West Bend | 18 | WMAQ | 60,300 |
| 19 | WMAQ | C | 1.3 | 1.7 | 2.1 | 1.3 | 1.4 | Eastman | 670 | N/A | 3.1 | 3.33 | NBC | 19 | WBKV-FM | 51,200 |
| 20 | WIND | T | 1.0 | 0.6 | 1.0 | 1.8 | 1.3 | RAR | 560 | N/A | 2.2 | 4.45 | Westinghouse | 20 | WXJY | 41,800 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WZUU-FM | WBCS | WQFM | WBCS | WZUU-FM | WEZW | WZUU A/F | WBCS | WZUU-FM | WEZW | WZUU-FM | WZUU-FM | WLPX | WBCS |
| 2 | WLPX | WISN | WLPX | WISN | WISN | WBCS | WISN | WZUU A/F | WLPX | WBCS | WQFM | WBCS | WLUM | WISN |
| 3 | WQFM | WEZW | WZUU-FM | WZUU-FM | WMYX | WISN | WBCS | WISN | WQFM | WISN | WLPX | WEZW | WQFM | WEZW |
| 4 | WBCS | WZUU-FM | WBCS | WTMJ | WLUM | WTMJ | WLPX | WTMJ | WISN | WZUU-FM | WMYX | WISN | WMYX | |
| 5 | WISN | WTMJ | WLUM | WEZW | WBCS | WZUU-FM | WQFM | WEZW | WBCS | WZUU | WBCS | WTMJ | WBCS | |

**Market Rank:** 24
**Total Persons 12+:** 1,296,300
**Stations:** 25
**MSA Diaries:** 1,415

**Revenue Rank:** 23
**Revenue:** $26,579,626
**Income Rank:** 14
**Income:** $2,395,405

**Local Revenue:** $20,894,804
**National/Regional Revenue:** $5,212,847
**Network Compensation:** $342,362
**Other:** $129,613

**Commissions/Discounts:** $3,670,391
**Total Expenses:** $20,513,830
**Local TV Revenue:** $23,952,111
**Radio Performance Index:** 129

# MINNEAPOLIS-ST. PAUL

## KSTP-FM, KDWB-FM, KQRS-FM among top stations

**FASTEST MOVER**—WCCO-AM gains 2.7 shares. Conducts contests and promotions, but station is so heavily into weather and service that listeners rely on it. First 25-54, third 18-34, first in men and women 25-54.

**BIGGEST DECREASE**—Malrite's Bonneville-programmed beautiful music station off 1.7 shares for seventh overall ranking. KEEY-FM is also sixth 25-54. Tried various "Night Out" promotions where hundreds of listeners are taken to events such as river cruises, hockey games, movies, plays.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Hubbard's KSTP-FM continues its phenomenal growth with first place 18-34, second overall 12+ (up 2.4 shares from previous book). Number one with both men and women 18-34. Did Cash Call. Burkhart/Abrams-consulted KQRS AM/FM ranks second, fifth overall 12+. WCCO is third pulling young adults as well as prime adults 25-54. Doubleday's KDWB-FM is up for third straight book 12+ for number four ranking. Fourth 18-34. Uses $63 Cash Music Test giving away $63 for 100 days and grand prizes of microwave oven, Mexican vacation or a new van.

**25-54 ADULTS**—After first placed WCCO-AM is KSTP-FM which has carved a pretty solid niche for itself demographically in this market. Storz country WDGY is off 12+ (7.1 to 6.4) but still ranks fifth overall, third 25-54. Manager Dale Weber uses lifestyle prizes, money and home video lures to listeners. Heavy billboard showing, medium exposure TV campaign, light newspaper. Bob Henabery-consulted WCCO-FM ranks fourth with its adult contemporary format.

**FACTS & FIGURES**—TM Country programmed KTCR off 1.2 shares. . . . Competitor KJJO up slightly.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | WCCO | AC | 22.4 | 22.5 | 24.5 | 20.2 | 22.9 | CBS | 830 | 400 | 36.2 | 5.16 | Midwest | 1 | WCCO | 804,800 |
| 2 | KSTP-FM | AC | 10.4 | 9.5 | 10.1 | 12.4 | 14.8 | Christal | 94.5 | N/A | 23.5 | 5.16 | Hubbard | 2 | KSTP-FM | 515,300 |
| 3 | KQRS A/F | A | 10.0 | 8.5 | 5.5 | 6.4 | 6.8 | Torbet | 1440/92.5 | 135 | 13.4 | 4.13 | McKenna | 3 | WDGY | 321,400 |
| 4 | KDWB-FM | A | 2.6 | 2.8 | 5.7 | 6.3 | 6.6 | McGavren | 101.3 | 130 | 12.9 | 4.15 | Doubleday | 4 | KQRS A/F | 318,900 |
| 5 | WDGY | C | 6.6 | 7.1 | 5.3 | 7.1 | 6.4 | Blair | 1130 | 140 | 13.4 | 3.93 | Storz | 5 | KDWB-FM | 306,100 |
| 6 | WCCO-FM | AC | 4.9 | 4.4 | 4.3 | 3.8 | 4.4 | Eastman | 102.9 | 85 | 10.4 | 3.43 | Midwest | 6 | WCCO-FM | 271,700 |
| 7 | KEEY-FM | BM | 7.1 | 4.3 | 6.0 | 5.9 | 4.2 | Katz | 102.1 | N/A | 8.5 | 4.06 | Malrite | 7 | WLOL | 252,000 |
| 8 | WLOL | AC | 1.9 | 4.9 | 5.8 | 4.4 | 4.2 | Selcom | 99.5 | 10x65 | 9.8 | 3.50 | Liggett | 8 | KSTP | 237,700 |
| 9 | WAYL-FM | BM | 4.9 | 4.9 | 4.5 | 4.8 | 4.1 | Major Market | 93.7 | 12x65 | 8.2 | 4.04 | Entercom | 9 | KDWB | 223,400 |
| 10 | KSTP | N | 4.2 | 4.5 | 3.2 | 3.5 | 3.3 | Christal | 1500 | 80 | 8.7 | 3.09 | Hubbard | 10 | KEEY-FM | 201,300 |
| 11 | WWTC | AC | 2.6 | 3.9 | 3.5 | 3.2 | 2.5 | Jack Masla | 1280 | 60 | 5.9 | 3.45 | Metropolitan | 11 | WAYL-FM | 198,500 |
| 12 | KDWB | AC | 3.5 | 3.7 | 3.0 | 2.6 | 1.8 | McGavren | 630 | 130 | 6.6 | 2.19 | Doubleday | 12 | WWTC | 153,200 |
| 13 | KJJO | C | 1.1 | 1.3 | 1.2 | 1.2 | 1.8 | Hillier | 104.1 | N/A | 4.1 | 3.53 | Roy H. Park | 13 | KJJO | 105,900 |
| 14 | KTCR-FM | C | 1.6 | 1.8 | 1.6 | 2.8 | 1.6 | Jack Masla | 97.1 | N/A | 3.7 | 3.43 | Hennepin | 14 | WAYL | 104,700 |
| 15 | WAYL | BM | 1.8 | 1.5 | 1.6 | 1.0 | 1.6 | Major Market | 980 | N/A | 3.9 | 3.33 | Entercom | 15 | KTCR-FM | 98,100 |
| 16 | KRSI | BB | 0.8 | 1.6 | 1.0 | 1.0 | 1.0 | Hillier | 950 | N/A | 2.7 | 3.19 | Roy H. Park | 16 | KRSI | 71,800 |
| 17 | WMIN | C | 1.2 | 0.7 | 0.8 | 0.5 | 0.9 | Walton | 1010 | 18 | 1.1 | 6.37 | Voyageur's | 17 | KTWN-FM | 48,600 |
| 18 | KTWN-FM | J | 0.9 | 1.0 | 1.1 | 1.0 | 0.8 | None | 107.9 | 30 | 1.9 | 3.49 | No. Suburban | 18 | KEEY | 44,500 |
| 19 | KEEY | BM | 0.6 | 0.4 | 0.9 | 0.5 | 0.3 | Katz | 1400 | N/A | 1.3 | 2.11 | Malrite | 19 | WMIN | 23,000 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KSTP-FM | WCCO | KSTP-FM | WCCO | KSTP-FM | WCCO | KSTP-FM | WCCO | KSTP-FM | KSTP-FM | KSTP-FM | WCCO | KSTP-FM | WCCO |
| 2 | KQRS A/F | KSTP-FM | KQRS A/F | KSTP-FM | WCCO-FM | KSTP-FM | WCCO | KSTP-FM | KQRS A/F | WCCO | KQRS A/F | KSTP-FM | KQRS A/F | KSTP-FM |
| 3 | WCCO | WDGY | WCCO | WDGY | KQRS A/F | WDGY | KQRS A/F | WDGY | KDWB-FM | WDGY | KDWB-FM | WDGY | KDWB-FM | KQRS A/F |
| 4 | KDWB-FM | WCCO-FM | KDWB-FM | KQRS A/F | KDWB-FM | KEEY-FM | WCCO-FM | WCCO-FM | WCCO-FM | WCCO-FM | WCCO | KQRS A/F | WCCO | WDGY |
| 5 | WCCO-FM | KQRS A/F | WLOL | WCCO-FM | WCCO | WCCO-FM | KDWB-FM | WWTC | WCCO | | | WCCO-FM | WCCO-FM | WCCO-FM |

**Market Rank:** 16
**Total Persons 12+:** 1,756,900
**Stations:** 20
**MSA Diaries:** 1,666

**Revenue Rank:** 13
**Revenue:** $40,437,895
**Income Rank:** 5
**Income:** $8,239,043

**Local Revenue:** $29,394,681
**National/Regional Revenue:** $7,718,396
**Network Compensation:** $441,123
**Other:** $2,883,695

**Commissions/Discounts:** $6,128,574
**Total Expenses:** $26,070,278
**Local TV Revenue:** $36,033,004
**Radio Performance Index:** 115

# MODESTO

## KOSO, KBEE-FM capture target audience

**FASTEST MOVER**—McClatchy's Bonneville-programmed beautiful music station is up nearly five full share points 12+ for a first place finish. Also number one in prime 25-54 demographics which is unusual for beautiful music formats in the majority of markets where they run. Station also captures men, women 25-54.

**BIGGEST DECREASE**—Album rocker KFIV-FM off 3.2 shares. Station consultant Kurt Hanson did managed to bring it in second 18-34 for good positioning in that demographic group. Claim no on-air contests during rating period. Heaviest advertising was billboards with some TV, newspapers, transit cards.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Rocker KOSO first (also second overall 12+). Featured "Thousand Dollar Countdown" asking listeners to keep track of the songs for possible $1,000 cash prize. Also usual album and movie ticket giveaways. Medium newspaper campaign and some television backed up on-air efforts. KFIV-FM pulled in enough listeners to rank second. Third men 18-34, second women 18-34 with their album rock format. Rocker KHOP remains strong. Third 18-34, 12+. KBEE-FM beautiful music format attracts enough younger listeners to rank fourth 18-34.

**25-54 ADULTS**—KBEE-FM wins. Newspaper and transit advertising evident during the rating period. Rocker KOSO comes in second giving it full spectrum numbers for 18-54. NBC-owned KNBR is up one full share from San Francisco. Ranks third in prime adults. KCEY's country format used consultant Bob Goode. Contests featured newspaper solicitation and mail-ins giving away $139 dollars per person at random.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | KBEE-FM | BM | ** | 10.5 | ** | 10.3 | 15.1 | Katz | 103.3 | 21 | 17.3 | 6.46 | McClatchy | 1 | KOSO | 47,200 |
| 2 | KOSO | R | ** | 6.2 | ** | 8.8 | 10.0 | Selcom | 93.1 | 24 | 16.0 | 4.63 | Koso, Inc. | 2 | KBEE-FM | 45,800 |
| 3 | KHOP | R | ** | 6.9 | ** | 8.3 | 8.0 | Torbet | 104.1 | 33 | 12.2 | 4.83 | Pete Pappas | 3 | KHOP | 35,700 |
| 4 | KTRB | C | ** | 8.0 | ** | 5.9 | 6.6 | Torbet | 860 | 33 | 11.6 | 4.18 | Pete Pappas | 4 | KTRB | 35,200 |
| 5 | KNBR | AC | ** | 5.8 | ** | 4.4 | 5.4 | McGavren | 680 | 300 | 10.7 | 3.74 | NBC | 5 | KNBR | 94,300 |
| 6 | KCEY | C | ** | 5.8 | ** | 5.0 | 5.1 | Christal | 1390 | 23 | 9.2 | 4.15 | Behan | 6 | KFIV-FM | 31,300 |
| 7 | KFIV-FM | AC | ** | 7.2 | ** | 8.3 | 5.1 | McGavren | 102.3 | 12x34 | 9.9 | 3.84 | Kilibro | 7 | KFIV | 30,200 |
| 8 | KCBS | N | ** | 6.9 | ** | 5.6 | 4.3 | CBS | 740 | 450 | 8.8 | 3.62 | CBS | 8 | KCBS | 28,800 |
| 9 | KMYT | BM | ** | 5.8 | ** | 4.4 | 4.3 | Torbet | 97.5 | 13.50x5 | 4.8 | 6.67 | Radio One, Inc. | 9 | KCEY | 28,100 |
| 10 | KRAK | C | ** | 3.3 | ** | 5.0 | 3.4 | Eastman | 1140 | 204x6 | 6.2 | 4.06 | Affiliated | 10 | KFYE | 19,900 |
| 11 | KLOC | SP | ** | 1.4 | ** | 3.8 | 3.1 | Lotus | 920 | 16 | 4.3 | 5.39 | Clock | 11 | KRAK | 19,500 |
| 12 | KAMB | REL | ** | 2.9 | ** | 2.7 | 3.1 | N/A | 101.5 | N/A | 5.0 | 4.63 | Central Valley | 12 | KFRC | 19,400 |
| 13 | KFYE | R | ** | 1.1 | ** | 1.5 | 2.9 | Selcom | 93.7 | N/A | 5.9 | 3.56 | KFYE-FM | 13 | KBEE | 17,300 |
| 14 | KFIV | AC | ** | 5.1 | ** | 2.1 | 2.3 | McGavren | 1360 | 34x12 | 7.2 | 2.36 | Kilibro | 14 | KMIX | 15,800 |
| 15 | KMIX | C | ** | 4.3 | ** | 4.1 | 2.3 | Christal | 98.3 | 33 | 4.8 | 3.52 | Behan | 15 | KAMB | 14,800 |
| 16 | KQKK | C | ** | 0.7 | ** | 2.9 | 2.3 | Christal | 96.7 | 14.50 | 4.2 | 4.04 | McFadden | 16 | KQKK | 13,000 |
| 17 | KFRC | R | ** | 2.2 | ** | 1.2 | 2.0 | RKO | 610 | N/A | 5.2 | 2.85 | RKO | 17 | KMYT | 12,400 |
| 18 | KSTN-FM | SP | ** | 1.1 | ** | 1.2 | 2.0 | N/A | 107.3 | 8 | 3.0 | 4.87 | Valley Brdcstrs. | 18 | KLOC | 12,200 |
| 19 | KBEE | AC | ** | 1.4 | ** | 3.5 | 1.7 | Katz | 970 | N/A | 4.6 | 2.77 | McClatchy | 19 | KSTN-FM | 8,800 |
| 20 | KFBK | N/T | ** | ** | ** | ** | 1.1 | Katz | 1530 | 75 | 2.2 | 3.84 | McClatchy | 20 | KWGF | 8,100 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KOSO | KBEE-FM | KHOP | KBEE-FM | KOSO | KBEE-FM | KOSO | KBEE-FM | KOSO | KBEE-FM | KHOP | KBEE-FM | KHOP | KBEE-FM |
| 2 | KFIV-FM | KOSO | KOSO | KNBR | KFIV-FM | KOSO | KHOP | KNBR | KBEE-FM | KOSO | KFIV-FM | KOSO | KOSO | KMIX |
| 3 | KHOP | KNBR | KFIV-FM | KOSO | KBEE-FM | KAMB | KFIV-FM | KOSO | KFIV-FM | KNBR | KOSO | KCEY | KFIV-FM | KFIV-FM |
| 4 | KBEE-FM | KCEY | KNBR | KCEY | KLOC | | KFYE | KCEY | KAMB | KCEY | KBEE-FM | KFIV-FM | KSTN | KOSO |
| 5 | | KHOP | | | KSTN | | | KHOP | KHOP | | | KNBR | | |

**Market Rank:** 132
**Total Persons 12+:** 227,300
**Stations:** 10
**MSA Diaries:** 683

**Revenue Rank:** 99
**Revenue:** $5,704,574
**Income Rank:** 275
**Income:** $-114,710

**Local Revenue:** $3,128,470
**National/Regional Revenue:** $2,435,923
**Network Compensation:** $11,021
**Other:** $129,160

**Commissions/Discounts:** $425,659
**Total Expenses:** $5,393,625
**Local TV Revenue:** N/A
**Radio Performance Index:** 93

# NEW YORK

## WOR regains first; WRKS turns it around

**FASTEST MOVER**—RKO's WRKS known as "Kiss" gains 2.3 shares doing black music-type format. Station very sensitive to being called "Black formatted" preferring "Urban Contemporary" instead. General Manager Lee Simonson rejuvenates once-floundering WXLO-FM. Ranks third in adults 18-34, fourth 25-54. Burkhart/Abrams consults.

**BIGGEST DECREASE**—WKTU-FM's disco format off 1.4 shares, but still very strong demographically. Just one tenth away from WOR 12+. Second to WBLS for adults 18-34.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Black influenced stations rank highest. WBLS first. WKTU second. WRKS third. NBC-owned WYNY-FM is fourth with ABC-owned album rock WPLJ fifth. Former SJR WKTU-FM is now owned by Infinity. Strategy included $92,000 Giveaway offering cash, cars as prizes.

**25-54 ADULTS**—WBLS wins in this department, too. But WYNY is solid second. WNBC ranks third with WRKS close behind. WYNY's secret to success apparently warm personalities, well-researched music, jingles, contests. Used TV, bus posters to bolster on-air efforts. Dom Fioravanti's WNBC-AM rebounds from last book's wobble (3.9 to 4.5). Replaces WABC as number one AM music station.

**FACTS & FIGURES**—WOR celebrated its 60th anniversary winding up on top of ratings heap. Bonneville owned and programmed WRFM holds its 4 share (actually 4.4) for fifth straight book. Schulke-programmed WPAT-FM up 2.7 to 3.8 regaining past levels of performance. Metromedia's WNEW-AM big band format pulled lowest numbers in past three books (3.0).

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fall 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | WOR | T | 6.2 | 6.5 | 5.9 | 6.2 | 6.2 | RKO | 710 | N/A | 10.9 | 4.81 | RKO | 1 | WINS | 2,540,600 |
| 2 | WKTU | D | 8.3 | 6.5 | 6.4 | 7.5 | 6.1 | Torbet | 92.3 | 400x10 | 11.5 | 4.46 | Infinity | 2 | WNBC | 2,204,500 |
| 3 | WBLS | B | 7.1 | 6.4 | 7.4 | 6.1 | 5.9 | McGavren | 107.5 | 395 | 10.0 | 5.04 | Inner City | 3 | WCBS | 2,102,600 |
| 4 | WINS | N | 4.9 | 5.3 | 4.3 | 4.4 | 5.6 | RAR | 1010 | N/A | 13.0 | 3.62 | Westinghouse | 4 | WABC | 2,067,700 |
| 5 | WRKS | D | 1.1 | 1.8 | 1.6 | 3.3 | 5.6 | RKO | 98.7 | N/A | 9.7 | 4.94 | RKO | 5 | WKTU | 2,017,700 |
| 6 | WNBC | AC | 4.7 | 4.8 | 4.6 | 3.9 | 4.5 | Hillier | 660 | 600 | 11.1 | 3.45 | NBC | 6 | WOR | 1,891,800 |
| 7 | WPLJ | A | 3.7 | 4.1 | 4.5 | 4.1 | 4.5 | Blair | 95.5 | 300 | 9.1 | 4.22 | ABC | 7 | WYNY | 1,788,200 |
| 8 | WRFM | BM | 4.3 | 4.4 | 4.9 | 4.5 | 4.4 | Torbet | 105.1 | 200 | 6.8 | 5.45 | Bonneville | 8 | WBLS | 1,710,200 |
| 9 | WYNY | AC | 3.2 | 3.7 | 3.6 | 4.1 | 4.4 | Hillier | 97.1 | N/A | 9.5 | 3.87 | NBC | 9 | WRKS | 1,649,100 |
| 10 | WCBS | N | 4.8 | 4.7 | 4.8 | 4.5 | 4.2 | CBS | 880 | 600 | 10.4 | 3.39 | CBS | 10 | WPLJ | 1,644,300 |
| 11 | WPAT-FM | BM | 3.9 | 3.7 | 3.6 | 2.7 | 3.8 | Eastman | 93.1 | 125 | 7.4 | 4.31 | Capital Cities | 11 | WPAT-FM | 1,312,800 |
| 12 | WABC | AC | 3.6 | 3.5 | 4.6 | 3.7 | 3.1 | Blair | 770 | N/A | 9.4 | 2.85 | ABC | 12 | WCBS-FM | 1,182,900 |
| 13 | WNEW | BB | 2.7 | 2.9 | 3.7 | 4.0 | 3.0 | Katz | 1130 | 350 | 5.6 | 4.48 | Metromedia | 13 | WRFM | 1,145,900 |
| 14 | WCBS-FM | O | 2.9 | 2.5 | 2.2 | 3.7 | 2.7 | CBS/FM | 101.1 | 250 | 6.1 | 3.71 | CBS | 14 | WNEW-FM | 995,900 |
| 15 | WJIT | SP | 1.9 | 1.6 | 1.6 | 1.9 | 2.5 | Caballero | 1480 | 138 | 2.8 | 7.69 | infinity | 15 | WNEW | 985,000 |
| 16 | WNEW-FM | A | 2.8 | 3.0 | 2.8 | 2.5 | 2.4 | Katz | 102.7 | 300 | 5.2 | 3.83 | Metromedia | 16 | WHN | 940,100 |
| 17 | WMCA | N/T | 2.3 | 2.4 | 2.2 | 3.0 | 2.2 | McGavren | 570 | N/A | 4.4 | 4.12 | Straus | 17 | WPAT | 888,700 |
| 18 | WADO | SP | 1.7 | 2.0 | 2.0 | 1.9 | 2.1 | | 1280 | 140 | 2.5 | 7.13 | Command Bdcst. | 18 | WMCA | 808,900 |
| 19 | WHN | C | 2.6 | 2.2 | 2.4 | 2.8 | 2.1 | Christal | 1050 | 350 | 4.9 | 3.65 | Mutual | 19 | WPIX | 630,300 |
| 20 | | | | | | | | | | | | | | 20 | WQXR A/F | 590,200 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WBLS | WBLS | WPLJ | WBLS | WBLS | WBLS | WBLS | WINS | WRKS | WYNY | WKTU | WYNY | WBLS | WBLS |
| 2 | WKTU | WYNY | WBLS | WYNY | WKTU | WYNY | WNBC | WNBC | WKTU | WBLS | WBLS | WBLS | WKTU | WRKS |
| 3 | WRKS | WNBC | WKTU | WCBS | WRKS | WRKS | WYNY | WCBS | WYNY | WRKS | WRKS | WKTU | WRKS | WKTU |
| 4 | WYNY | WRKS | WRKS | WNBC | WYNY | WKTU | WRKS | WOR | WBLS | WCBS-FM | WYNY | WRKS | WPLJ | WYNY |
| 5 | WPLJ | WINS | WNEW-FM | WINS | WPLJ | WNBC | WPLJ | WBLS | WPLJ | WKTU | WPLJ | WCBS-FM | WYNY | WOR |

**Market Rank:** 1
**Total Persons 12+:** 13,483,800
**Stations:** 42
**MSA Diaries:** 4,587

**Revenue Rank:** 2
**Revenue:** $151,140,042
**Income Rank:** 2
**Income:** $19,370,263

**Local Revenue:** $113,558,058
**National/Regional Revenue:** $34,033,692
**Network Compensation:** $2,919,914
**Other:** $628,378

**Commissions/Discounts:** $19,709,966
**Total Expenses:** $112,059,813
**Local TV Revenue:** $200,290,615
**Radio Performance Index:** 111

# NORFOLK-PORTSMOUTH-NEWPORT NEWS

## Bonneville's WFOG rebounds again

**FASTEST MOVER**—Bonneville-programmed beautiful music on WFOG. Bill McCormick's station rebounds from big loss last book as it did from previous large loss in October/November 1979. Station also pulls in second highest ratings in 25-54 category.

**BIGGEST DECREASE**—Three stations have losses of two shares or more. WWDE's adult contemporary format is off 2.2 shares (5.9 to 3.7). Ranks seventh 25-54. Black-formatted WRAP off 2.1 shares (5.9 to 3.8). Ranks eighth 18-34. Adult contemporary WTAR off 2.0 shares although it remains fifth in 25-54.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Jeff Pollack-consulted WNOR-FM ranks first with album rock format. Station does some contesting on-air in usual album rock manner. Station ranks fourth overall and has been on steady upward trend with Pollack at helm. WNOR-FM off 0.5 shares 12+. WLTY's adult contemporary format ranks second. Second in men 18-34, first in women. Does no worse than second in all 18-34 dayparts. Number one in morning drive, midday. Country WCMS-FM is third 18-34 and first 12+. Black WOWI is fourth 18-34 and ranks as high as third in this category at night.

**25-54 ADULTS**—WCMS-FM first here making its overall 18-54 figures very significant. WFOG-FM's beautiful music station ranks second. WLTY third. Longtime rocker WGH is fourth and is fourth in everything except 7pm to mid. WTAR next.

**FACTS & FIGURES**—Burkhart/Abrams-consulted WQRK is off. Ranks seventh 18-34.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | WCMS-FM | C | 10.9 | 8.2 | 8.0 | 9.8 | 10.8 | Katz | 100.5 | N/A | 13.6 | 5.97 | WCMS FM, Inc. | 1 | WFOG | 183,400 |
| 2 | WFOG | BM | 5.1 | 9.2 | 7.6 | 6.5 | 10.0 | Torbet | 92.9 | 85x12 | 15.0 | 5.04 | McCormick | 2 | WGH | 163,800 |
| 3 | WLTY | AC | 6.6 | 4.3 | 3.9 | 4.6 | 7.8 | Christal | 95.7 | N/A | 12.6 | 4.66 | Landmark | 3 | WCMS-FM | 159,900 |
| 4 | WNOR-FM | A | 7.6 | 6.9 | 6.8 | 7.6 | 7.1 | RKO | 98.7 | N/A | 12.2 | 4.41 | Josephson | 4 | WLTY | 155,800 |
| 5 | WGH | R | 5.5 | 7.1 | 5.5 | 5.5 | 5.9 | Blair | 1310 | 40 | 11.9 | 3.72 | Hampton Road | 5 | WNOR-FM | 154,600 |
| 6 | WOWI | B | 6.8 | 6.8 | 9.8 | 5.2 | 5.9 | N/A | 102.9 | N/A | 10.6 | 4.19 | Willis | 6 | WTAR | 152,800 |
| 7 | WTAR | AC | 6.0 | 6.1 | 6.6 | 7.4 | 5.4 | Christal | 790 | N/A | 11.1 | 3.68 | Landmark | 7 | WOWI | 136,000 |
| 8 | WRAP | B | 6.2 | 5.3 | 5.0 | 5.9 | 3.8 | Bernard Howard | 850 | 15x6 | 8.2 | 3.44 | Rollins | 8 | WRAP | 118,700 |
| 9 | WWDE | AC | 4.1 | 5.7 | 5.5 | 5.9 | 3.7 | CBS/FM | 101.3 | 6[illegible] | 6.7 | 4.14 | Golden East | 9 | WQRK | 102,800 |
| 10 | WNIS | N | 1.7 | 2.7 | 2.9 | 2.5 | 3.5 | Hillier | 1350 | N/A | 5.5 | 4.79 | WNIS, Inc. | 10 | WWDE | 86,600 |
| 11 | WPCE | REL | 3.6 | 3.6 | 3.2 | 4.2 | 3.4 | N/A | 1400 | N/A | 5.0 | 5.05 | Tidewater | 11 | WNOR | 78,400 |
| 12 | WQRK | R | 5.2 | 3.2 | 4.5 | 4.6 | 3.1 | Selcom | 104.5 | N/A | 7.0 | 3.33 | Bay City | 12 | WNIS | 68,100 |
| 13 | WNOR | B | 1.2 | 2.6 | 1.3 | 1.4 | 2.6 | RKO | 1230 | N/A | 5.5 | 3.51 | Josephson | 13 | WHG-FM | 67,400 |
| 14 | WCMS | C | 4.5 | 2.5 | 3.1 | 2.7 | 2.3 | Katz | 1050 | N/A | 4.1 | 4.29 | WCMS, Inc. | 14 | WXRI | 66,200 |
| 15 | WGH-FM | CL | 3.3 | 2.6 | 3.1 | 1.8 | 2.1 | Blair | 97[illegible] | 16 | 4.7 | 3.40 | Hampton Road | 15 | WPCE | 61,400 |
| 16 | WXRI | AC | 1.1 | 1.0 | 1.3 | 2.2 | 1.8 | Hillier | 105.3 | N/A | 4.4 | 3.17 | CBN Continental | 16 | WCMS | 52,300 |
| 17 | WCPK | BM | 1.5 | 0.9 | 1.8 | 0.8 | 1.4 | Southern | 1600 | 13 | 1.8 | 5.89 | Payne | 17 | WBCI | 37,300 |
| 18 | WYVA | C | 1.4 | 1.2 | 1.6 | 0.7 | 1.3 | N/A | 94.1 | 16 | 1.9 | 4.96 | Cradle of Dem. | 18 | WYVA | 23,300 |
| 19 | WBCI | R | 1.7 | 2.5 | 2.0 | 1.4 | 0.9 | None | 96.5 | 24 | 2.3 | 2.79 | Colonial | 19 | WCPK | 20,900 |
| 20 | WTJZ | J | 1.2 | 0.9 | 0.7 | 0.6 | 0.7 | Selcom | 12.70 | N/A | 1.0 | 5.50 | Bay City | 20 | WPEX | 20,600 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WNOR-FM | WCMS-FM | WNOR-FM | WCMS-FM | WLTY | WCMS-FM | WLTY | WCMS-FM | WLTY | WCMS-FM | WNOR-FM | WCMS-FM | WNOR-FM | WFOG-FM |
| 2 | WLTY | WFOG-FM | WLTY | WFOG-FM | WCMS-FM | WFOG-FM | WNOR-FM | WFOG-FM | WNOR-FM | WLTY | WLTY | WFOG-FM | WLTY | WCMS-FM |
| 3 | WCMS-FM | WLTY | WCMS-FM | WLTY | WNOR-FM | WLTY | WCMS-FM | WLTY | WCMS-FM | WFOG-FM | WOWI | WLTY | WOWI | WLTY |
| 4 | WOWI | WGH | WOWI | WGH | WOWI | WGH | WGH | WGH | WOWI | WGH | WGH | WGH | WWDE | WWDE |
| 5 | WGH | WTAR | WGH | WTAR | WGH | WTAR | WOWI | WTAR | WRAP | WNIS | WCMS-FM | WTAR | | WOWI |

**Market Rank:** 34
**Total Persons 12+:** 966,500
**Stations:** 22
**MSA Diaries:** 1,281

**Revenue Rank:** 41
**Revenue:** $14,750,472
**Income Rank:** 366
**Income:** $-769,254

**Local Revenue:** $11,138,762
**National/Regional Revenue:** $3,208,703
**Network Compensation:** $192,844
**Other:** $210,163

**Commissions/Discounts:** $1,826,115
**Total Expenses:** $13,692,611
**Local TV Revenue:** $16,005,006
**Radio Performance Index:** 61

# PHILADELPHIA

## Hottest hit: WCAU-FM

**FASTEST MOVER**—CBS-owned WCAU-FM gains 1.9 shares using Mike Joseph-consulted "Hot Hits" rock format. Moves up to fourth 12+, fifth 18-34. Up to top 5 18-34 in all major time periods except morning drive. New station features short playlist. No oldies. Sprinkling of recurrents. Lots of jingles. "Family Fortune" contest with cash giveaways. TV advertising featuring blazing "Hot Hits" artwork and radio jingle.

**BIGGEST DECREASE**—General Cinema's WIFI rocker off 1.9 shares dropping 4.4 to 2.5. Continues "Secret Sounds" contest on-air. Very little off-air advertising. Ratings may have been affected by advent of WCAU-FM. Ranks 15th 12+.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Greater Media's adult contemporary WMGK still owns this category. Takes most major demographics. Album rock WMMR is second 18-34, first men 18-34. Unity's WDAS-FM slips 7.1 to 5.4 12+ but holds on to third place 18-34. Outlet's album rock WIOQ does on-air promotion, but no extensive off-air effort. WCAU-FM's debut book is good for fifth 18-34.

**25-54 ADULTS**—WMGK wins here, too. Metromedia's WIP comes in second, but fifth overall. Carries Eagles NFL Football and Flyers NHL hockey during rating period. On-air contesting and TV, billboards. Westinghouse all-news KYW is third (first 12+). Surprise of this book is LIN's WUSL-FM which switched to Burns-Somerset "Continuous Country," (2.8 to 4.0).

**FACTS & FIGURES**—Schulke-programmed WWSH up 4.8 to 5.4. . . . Talk WWDB increases its lead of CBS-owned WCAU-AM, 5.0 compared to 3.4.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fall 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | KYW | N | 11.6 | 9.4 | 12.3 | 9.3 | 9.3 | RAR | 1060 | 470 | 20.8 | 3.69 | Westinghouse | 1 | KYW | 1,163,000 |
| 2 | WMGK | AC | 9.0 | 7.2 | 7.7 | 8.8 | 8.0 | Major Market | 102.9 | N/A | 14.2 | 4.67 | Greater Media | 2 | WMGK | 710,900 |
| 3 | WMMR | A | 5.3 | 5.9 | 5.2 | 5.7 | 6.2 | Katz | 93.3 | 200 | 11.4 | 4.46 | Metromedia | 3 | WCAU-FM | 628,500 |
| 4 | WCAU-FM | R | 3.6 | 2.6 | 3.4 | 4.1 | 6.0 | CBS/FM | 98.1 | 125 | 11.9 | 4.16 | CBS | 4 | WIP | 616,700 |
| 5 | WIP | AC | 6.6 | 6.0 | 5.5 | 5.5 | 5.8 | Katz | 610 | 350 | 11.7 | 4.10 | Metromedia | 5 | WMMR | 588,200 |
| 6 | WDAS-FM | B | 5.3 | 6.2 | 6.8 | 7.1 | 5.4 | Bernard Howard | 105.3 | 136 | 8.6 | 5.18 | Unity | 6 | WEAZ | 467,700 |
| 7 | WWSH | BM | 6.1 | 6.1 | 5.3 | 4.8 | 5.4 | Christal | 106.1 | 140 | 8.2 | 5.40 | Cox | 7 | WCAU | 467,200 |
| 8 | WEAZ | BM | 5.9 | 6.2 | 6.5 | 5.7 | 5.3 | Eastman | 101.1 | 12x130 | 9.3 | 4.66 | WDVR | 8 | WDAS-FM | 428,500 |
| 9 | WWDB | T | 4.2 | 4.4 | 4.2 | 4.7 | 5.0 | Hillier | 96.5 | 100 | 7.5 | 5.46 | Banks | 9 | WYSP | 420,500 |
| 10 | WIOQ | A | 3.4 | 4.0 | 3.6 | 3.4 | 4.3 | McGavren | 102.1 | N/A | 7.6 | 4.63 | Outlet | 10 | WWSH | 403,500 |
| 11 | WPEN | BB | 3.8 | 4.6 | 4.0 | 4.7 | 4.1 | Major Market | 950 | N/A | 7.5 | 4.53 | Greater Media | 11 | WIOQ | 385,100 |
| 12 | WUSL | C | 2.7 | 3.1 | 1.9 | 2.8 | 4.0 | Blair | 98.9 | N/A | 6.4 | 5.19 | LIN | 12 | WPEN | 380,900 |
| 13 | WYSP | A | 4.1 | 4.8 | 3.2 | 3.7 | 3.5 | Torbet | 94.1 | 130 | 7.6 | 3.83 | Infinity | 13 | WWDB | 367,900 |
| 14 | WCAU | N/T | 4.4 | 4.2 | 2.9 | 3.5 | 3.4 | CBS | 1210 | 200 | 8.1 | 3.43 | CBS | 14 | WIFI | 327,300 |
| 15 | WIFI | R | 2.7 | 3.0 | 4.4 | 4.4 | 2.5 | Eastman | 92.5 | N/A | 5.8 | 3.51 | GCC | 15 | WUSL | 311,900 |
| 16 | WFIL | C | 3.1 | 3.1 | 2.6 | 2.3 | 2.1 | Blair | 560 | N/A | 5.2 | 3.30 | LIN | 16 | WFIL | 311,000 |
| 17 | WSNI | AC | 2.4 | 2.0 | 2.9 | 2.7 | 2.0 | RKO | 104.5 | N/A | 4.3 | 3.69 | Assoc. Comm. | 17 | WSNI | 243,300 |
| 18 | WFLN A/F | CL | 2.2 | 2.2 | 1.7 | 1.8 | 1.9 | Concert Music | 900/95.7 | 65x6 | 4.1 | 3.80 | Franklin | 18 | WFLN A/F | 226,200 |
| 19 | WDAS | B | 1.4 | 1.2 | 1.3 | 1.3 | 1.8 | Bernard Howard | 1480 | 96 | 3.8 | 3.95 | Unity | 19 | WDAS | 204,500 |
| 20 | | | | | | | | | | | | | | 20 | WHAT | 157,100 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WMGK | WMGK | WMMR | WMGK | WMGK | WMGK | WMGK | KYW | WMGK | WMGK | WMGK | WMGK | WDAS-FM | WMGK |
| 2 | WMMR | WIP | WMGK | KYW | WDAS-FM | WIP | WIOQ | WMGK | WMMR | WIP | WMMR | WIP | WMMR | WIP |
| 3 | WDAS-FM | KYW | WIOQ | WIOQ | WCAU-FM | KYW | WMMR | WIP | WIOQ | WEAZ | WDAS-FM | WIOQ | WMGK | WDAS-FM |
| 4 | WIOQ | WUSL | WYSP | WIP | WMMR | WDAS-FM | KYW | WIOQ | WDAS-FM | WWSH | WIOQ | WUSL | WCAU-FM | WWSH |
| 5 | WCAU-FM | WIOQ | WDAS-FM | WMMR | WIOQ | WUSL | WDAS-FM | WWDB | WCAU-FM | | WCAU-FM | WDAS-FM | WYSP | WWDB |

**Market Rank:** 5
**Total Persons 12+:** 3,915,600
**Stations:** 23
**MSA Diaries:** 2,458

**Revenue Rank:** 6
**Revenue:** $62,794,286
**Income Rank:** 6
**Income:** $6,127,744

**Local Revenue:** $41,590,993
**National/Regional Revenue:** $19,178,545
**Network Compensation:** $980,065
**Other:** $1,044,683

**Commissions/Discounts:** $9,581,891
**Total Expenses:** $47,084,651
**Local TV Revenue:** $58,792,870
**Radio Performance Index:** 90

# PHOENIX

## Sandusky's KDKB overtakes number one

**FASTEST MOVER**—Jeff Pollack-consulted album rocker KDKB up 2.0 full shares 12+. Becomes number one 18-34 by far. Tied in with nationwide Rolling Stones tour to giveaway concert tickets, albums. Heavy TV campaign and some print.

**BIGGEST DECREASE**—KZZP-AM/FM down 1.4 shares overall, but still solidly number two 18-34. On-air promotion during rating period plus television advertising.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—KDKB, KZZP AM/FM lead followed by KUPD album rocker making the first three 18-34 stations album rockers or rockers. KUPD is also third in men 18-34 and second 18-34 from 3pm-12 midnight. First Media's KOPA rocker ranks fourth using "Count the Numbers on Your Dollar Bill" contest for various cash prizes, as well as some TV advertising.

**25-54 ADULTS**—Buck Owens country KNIX-FM ranks first after using "Sticker On" campaign offering cash prizes from $100 to $1,000. Off-air featured TV, newspapers, magazines, billboards. KOY's adult contemporary station follows closely behind. "Magic Ticket" contest used with TV, billboard backup campaign. Also number one 25-54 in morning drive. KTAR's talk station is next carrying Dodger baseball, Cowboys football, college games, Phoenix Suns basketball. Did "Cash Call" on-air for amount of $200 or up. Newspaper, TV, billboards, taxi tops highlighted off-air promotion. KDKB is four ranked adult station as well as top ranked 18-34.

**FACTS & FIGURES**—Beautiful music competitors KQYT (Churchill), KMEO (Bonneville) rank in markets top 5. . . . Sherwood-Hennes consulted country KJJJ up 2.0 to 2.6.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | KDKB | A | 4.2 | 6.4 | 6.2 | 6.5 | 8.5 | Selcom | 93.3 | N/A | 13.7 | 4.86 | Sandusky | 1 | KTAR | 233,400 |
| 2 | KTAR | N/T | 6.5 | 8.4 | 6.4 | 9.2 | 8.2 | Blair | 620 | N/A | 13.7 | 4.67 | Pulitzer | 2 | KDKB | 230,100 |
| 3 | KMEO-FM | BM | 7.6 | 6.7 | 8.8 | 9.0 | 7.7 | McGavren | 96.9 | 68.40 | 11.7 | 5.16 | Scripps-Howard | 3 | KNIX-FM | 224,900 |
| 4 | KNIX-FM | C | 7.7 | 9.2 | 9.1 | 7.5 | 7.7 | Christal | 102.5 | N/A | 13.0 | 4.63 | Buck Owens | 4 | KZZP A/F | 211,900 |
| 5 | KQYT | BM | 10.6 | 7.8 | 7.5 | 6.8 | 6.7 | Eastman | 95.5 | N/A | 10.7 | 4.87 | Harte-Hanks | 5 | KOY | 201,500 |
| 6 | KOY | AC | 8.1 | 8.2 | 8.4 | 6.4 | 5.5 | Eastman | 550 | N/A | 11.1 | 3.92 | Harte-Hanks | 6 | KMEO-FM | 196,400 |
| 7 | KOPA | R | 4.3 | 7.6 | 5.8 | 5.9 | 5.4 | Torbet | 100.7 | N/A | 10.1 | 4.13 | First Media | 7 | KOPA | 182,100 |
| 8 | KZZP A/F | R | 2.1 | 2.9 | 3.9 | 6.8 | 5.4 | McGavren | 1310-104.7 | N/A | 11.3 | 3.70 | Western Cities | 8 | KQYT | 182,000 |
| 9 | KUPD | A | 4.7 | 4.2 | 5.2 | 4.4 | 5.2 | Jack Masla | 97.9 | 58 | 9.1 | 4.44 | Tri-State | 9 | KUPD | 159,500 |
| 10 | KUKQ | B | 3.1 | 2.3 | 2.1 | 3.0 | 4.6 | Jack Masla | 1060 | 48 | 6.2 | 5.78 | Tri-State | 10 | KOOL | 126,900 |
| 11 | KOOL | AC | 5.9 | 4.3 | 4.4 | 4.2 | 4.2 | Katz | 94.5 | 80 | 7.4 | 4.47 | Kool Radio TV | 11 | KBBC | 109,200 |
| 12 | KBBC | MM | 3.5 | 2.4 | 3.4 | 3.3 | 3.0 | CBS | 98.7 | N/A | 6.0 | 3.97 | Pulitzer | 12 | KUKQ | 101,500 |
| 13 | KJJJ-FM | C | 3.5 | 0.5 | 1.1 | 1.0 | 2.9 | N/A | 92.3 | N/A | 5.2 | 4.30 | ITC Com. | 13 | KJJJ | 100,300 |
| 14 | KPHX | SP | 1.1 | 1.5 | 2.4 | 2.7 | 2.9 | Caballero | 1480 | 30x12 | 2.9 | 7.98 | Continental | 14 | KARZ | 99,000 |
| 15 | KJJJ | C | 5.4 | 4.3 | 3.1 | 2.0 | 2.6 | N/A | 910 | N/A | 5.4 | 3.78 | ITC Com. | 15 | KJJJ-FM | 92,300 |
| 16 | KLFF | BB | 1.7 | 2.5 | 1.1 | 3.2 | 2.4 | Lotus | 1360 | 50x12 | 3.7 | 5.13 | Canyon Comm | 16 | KNIX | 80,400 |
| 17 | KARZ | C | 4.1 | 2.8 | 1.8 | 2.6 | 2.1 | Katz | 960 | 44x12 | 4.9 | 3.31 | Stauffer | 17 | KLFF | 61,600 |
| 18 | KIFN | SP | 2.5 | 2.3 | 0.8 | 1.5 | 2.1 | Caballero | 860 | 40 | 1.6 | 10.67 | KIFN Radio | 18 | KHEP-FM | 54,200 |
| 19 | KNIX | C | 2.0 | 2.9 | 2.4 | 2.7 | 1.8 | Christal | 1580 | N/A | 4.1 | 3.42 | Buck Owens | 19 | KPHX | 43,100 |
| 20 | KSTM | A | ** | ** | ** | ** | 1.8 | N/A | 107.1 | 42x6 | 2.2 | 6.38 | Beta Comm. | 20 | KSTM | 34,100 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KDKB | KNIX-FM | KDKB | KTAR | KDKB | KNIX-FM | KZZP A/F | KOY | KDKB | KNIX-FM | KDKB | KNIX-FM | KDKB | KTAR |
| 2 | KZZP A/F | KOY | KZZP A/F | KDKB | KOPA | KOY | KDKB | KTAR | KOPA | KQYT | KUPD | KQYT | KUPD | KBBC |
| 3 | KUPD | KTAR | KUPD | KOY | KBBC | KMEO-FM | KOOL | KZZP A/F | KZZP A/F | KMEO-FM | KBBC | KOY | KOOL | KOOL |
| 4 | KOPA | KDKB | KSTM | KNIX-FM | KOOL | KQYT | KOPA | KNIX-FM | KOOL | KDKB | KOOL | KDKB | KBBC | KDKB |
| 5 | KOOL | KQYT | KOOL | KQYT | KZZP A/F | KOPA | KOY | KDKB | KNIX-FM | KTAR | | KOOL | KZZP A/F | KQYT |

**Market Rank:** 25
**Total Persons 12+:** 1,329,100
**Stations:** 29
**MSA Diaries:** 1,440

**Revenue Rank:** 21
**Revenue:** $27,744,770
**Income Rank:** 60
**Income:** $442,953

**Local Revenue:** $18,806,009
**National/Regional Revenue:** $8,271,361
**Network Compensation:** $249,934
**Other:** $417,466

**Commissions/Discounts:** $3,234,243
**Total Expenses:** $24,067,574
**Local TV Revenue:** $27,593,161
**Radio Performance Index:** 104

# PITTSBURGH

## Nostalgia propels WJAS to ratings victory

**FASTEST MOVER**—Al Ham's "Music of Your Life" nostalgia format on WJAS shoots up from 1.6 to 5.5 for fourth place finish 12+. Station also does remarkably well in prime 25-54 demographics ranking fifth. On- and off-air advertising including some billboards evident during rating period.

**BIGGEST DECREASE**—Westinghouse kingpin KDKA drops 2.5 points, but it virtually means nothing significant when you have 19.8 shares left and you're still number one by far 12+ and in prime 25-54 demographics.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Taft-owned WDVE takes this youth category thanks to Burkhart/Abrams "Superstars" album rock format. Station did "Quickies" contest on-air for cash and some off-air advertising including bus cards. Second place goes to WTAE adult contemporary AMer. Ran Family Fun Fantasy for trips to Disney World. Medium exposure TV campaign to back up promotion. Some newspaper and billboards. Black-formatted WAMO is third. Conducted "Jingle Fever" contest on-air for various prizes. Heavy transit ad campaign. Some TV. WWSW-FM's adult contemporary format ranks fourth using trivia quizzes, football related contests (tied in to Pittsburgh Steelers), trips. TV, magazine, billboards and transit advertising made up off-air campaign.

**25-54 ADULTS**—KDKA is first followed by WTAE. WWSW-FM is third. Country-formatted WEEP places fourth using various prizes as promotional bait tied to "Good Word About Pittsburgh" contest. Heavy use of billboards and transit advertising. Some TV.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | FREQUENCY | REACH | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | M/J 81 | S/D 81 | | | | | | | | | |
| 1 | KDKA | AC | 22.2 | 25.3 | 22.2 | 22.3 | 19.8 | RAR | 1020 | N/A | 33.3 | 4.86 | Westinghouse | 1 | KDKA | 805,100 |
| 2 | WTAE | AC | 6.7 | 6.6 | 6.6 | 6.6 | 8.2 | Katz | 1250 | N/A | 17.1 | 3.91 | Hearst | 2 | WTAE | 453,300 |
| 3 | WDVE | A | 7.5 | 5.4 | 6.4 | 7.9 | 6.1 | Eastman | 102.5 | N/A | 11.8 | 4.20 | Taft | 3 | WDVE | 299,800 |
| 4 | WJAS | BB | 2.5 | 2.7 | 2.0 | 1.6 | 5.5 | Christal | 1320 | 50 | 9.5 | 4.72 | Beni Broad. | 4 | WXKX | 295,100 |
| 5 | WSHH | BM | 6.8 | 7.3 | 7.2 | 7.0 | 5.3 | Christal | 99.7 | 94 | 10.8 | 4.01 | Nationwide | 5 | WSHH | 281,800 |
| 6 | WAMO-FM | B | 5.3 | 4.6 | 3.7 | 5.8 | 5.1 | Selcom | 105.9 | 60 | 7.7 | 5.42 | Sheridan | 6 | WWSW-FM | 234,500 |
| 7 | WWSW-FM | AC | 2.3 | 3.3 | 2.7 | 3.9 | 4.9 | Blair | 94.5 | 88 | 9.2 | 4.31 | WWSW Radio | 7 | WJAS | 232,300 |
| 8 | WEEP | C | 3.4 | 3.6 | 6.1 | 4.2 | 4.7 | Major Market | 1080 | 90 | 5.5 | 6.96 | Entercom | 8 | WYDD | 225,300 |
| 9 | WXKX | R | 5.6 | 5.2 | 6.8 | 6.1 | 4.6 | Katz | 96.1 | 132 | 10.7 | 3.54 | Hearst | 9 | WBZZ | 222,500 |
| 10 | WYDD | A | 1.7 | 2.2 | 1.0 | 2.2 | 3.9 | Jack Masla | 104.7 | 45x12 | 8.5 | 3.79 | Gateway | 10 | KQV | 211,800 |
| 11 | WBZZ | R | 4.0 | 3.5 | 2.2 | 1.7 | 3.8 | Torbet | 93.7 | N/A | 8.3 | 3.74 | EZ Comm. | 11 | WAMO-FM | 183,600 |
| 12 | KQV | N | 3.8 | 4.4 | 4.1 | 3.3 | 3.4 | Eastman | 1410 | N/A | 7.7 | 3.58 | Taft | 12 | WWSW | 165,100 |
| 13 | WPNT | BM | 3.5 | 3.4 | 2.7 | 3.8 | 3.0 | RAR | 92.9 | 60 | 6.1 | 4.11 | Westinghouse | 13 | WPNT | 156,100 |
| 14 | WFFM | AC | 3.9 | 3.6 | 2.8 | 2.7 | 2.6 | Hillier | 96.9 | 74 | 5.2 | 4.03 | Matta | 14 | WFFM | 135,500 |
| 15 | WDSY | C | 2.4 | 3.1 | 3.4 | 2.5 | 2.2 | Major Market | 107.9 | 90 | 4.2 | 4.27 | Entercom | 15 | WEEP | 120,500 |
| 16 | WWSW | AC | 3.3 | 2.3 | 3.5 | 1.7 | 1.9 | Blair | 970 | N/A | 5.3 | 2.91 | WWSW Radio | 16 | WDSY | 106,600 |
| 17 | WIXZ | C | 1.0 | 0.9 | 1.1 | 0.6 | 1.3 | Savelli & Schutz | 1360 | 40 | 2.4 | 4.37 | Renda Broad. | 17 | WPIT-FM | 62,300 |
| 18 | WBVP | AC | 0.6 | 0.5 | 0.6 | 1.2 | 0.9 | Market 4 Radio | 1230 | 15x12 | 1.8 | 3.81 | Beaver Falls | 18 | WHJB | 62,000 |
| 19 | WPIT | REL | 0.6 | 0.9 | 0.7 | 0.9 | 0.9 | N/A | 730 | 25 | 1.7 | 4.34 | Rust Craft | 19 | WIXZ | 60,600 |
| 20 | | | | | | | | | | | | | | 20 | WNUF | 51,300 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WDVE | KDKA | WDVE | WTAE | WWSW-FM | KDKA | WTAE | KDKA | WDVE | KDKA | WDVE | KDKA | WAMO-FM | KDKA |
| 2 | WTAE | WTAE | WTAE | KDKA | WDVE | WTAE | KDKA | WTAE | WWSW-FM | WTAE | WAMO A/F | WWSW A/F | WDVE | WTAE |
| 3 | WAMO-FM | WWSW-FM | WAMO-FM | WDVE | WAMO-FM | WEEP | WDVE | WWSW A/F | WTAE | WWSW-FM | WWSW A/F | WTAE | WTAE | WAMO-FM |
| 4 | WWSW-FM | WEEP | WYDD | WJAS | WTAE | WWSW-FM | WWSW A/F | WEEP | WAMO-FM | WJAS | WTAE | WDVE | WWSW-FM | WWSW-FM |
| 5 | WXKX | WJAS | WXKX | WWSW-FM | WXKX | WSHH | WXKX | WJAS | WXKX | WSHH | WXKX | WJAS | WYDD | WDVE |

**Market Rank:** 13
**Total Persons 12+:** 1,909,000
**Stations:** 26
**MSA Diaries:** 1,692

**Revenue Rank:** 18
**Revenue:** $31,935,771
**Income Rank:** 147
**Income:** $106,286

**Local Revenue:** $21,531,710
**National/Regional Revenue:** $9,746,785
**Network Compensation:** $450,245
**Other:** $207,031

**Commissions/Discounts:** $4,450,385
**Total Expenses:** $27,379,100
**Local TV Revenue:** $30,934,513
**Radio Performance Index:** 90

# ST. LOUIS

## Gannett's KSD AM/FM two fastest gainers

**FASTEST MOVER**—Gannett's KSD-FM managed by Jay Cook. Adult contemporary format jumps 3.8 to 6.0 after debuting last fall with 5.1 share. Ranks second in adults 18-34, 25-54. First in women 18-34.

**BIGGEST DECREASE**—Storz rocker KXOK off 2 full shares 12+. Station ranks 11th 12+, tenth in adults 18-34. Used Payroll contest to offer cash prizes.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Century's KSHE is first. KSD-FM second with Amaturo's KMJM third. CBS-owned KMOX fourth. Nancy Pool-Leffler's KSHE album rocker featured 14th annual birthday party tied in with major Moody Blues concert. KMJM GM Barry Baker's black format is consulted by New World Communication's Steve Weed. On-air featured "Majic Music Test Phase 2" with choice of 20 prize packages worth of $20,000. Heavy billboard concentration. Medium exposure TV campaign highlighting station personalities. Doubleday's KWK-FM is fourth overall 12+, 6th 18-34.

**25-54 ADULTS**—Bob Hyland's CBS-owned KMOX still pulls commanding shares. News/information/sports/entertainment. Carries Cardinals football. College football. Craig Magee's WIL-FM country format is third. Medium exposure TV campaign. Metroplex's KEZK Bonneville-programmed beautiful music station is fourth. Gave away money with "Mystery Song" contest. Medium TV campaign. KSD-AM's country-format is very close behind. Did "Country Millionaire" contest where money and prizes are given out in listening area.

**FACTS & FIGURES**—Black WZEN gained 1.2 shares. . . . Adult contemporary KADI-FM has best book in two years (2.5 share).

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | KMOX | N/T | 24.4 | 21.6 | 23.4 | 23.6 | 21.8 | CBS | 1120 | 350 | 32.6 | 5.35 | CBS | 1 | KMOX | 786,700 |
| 2 | KEZK | BM | 7.4 | 6.4 | 7.2 | 5.9 | 6.7 | Torbet | 102.5 | 105 | 10.4 | 5.16 | Metroplex | 2 | KWK-FM | 299,700 |
| 3 | KSHE | A | 8.9 | 7.6 | 5.1 | 7.8 | 6.5 | Katz | 94.7 | 145x6 | 10.6 | 4.91 | Century | 3 | KSLQ | 296,700 |
| 4 | KWK-FM | A | 8.1 | 7.8 | 4.8 | 7.9 | 6.5 | Hillier | 106.5 | 135 | 11.8 | 4.40 | Doubleday | 4 | WIL-FM | 285,800 |
| 5 | WIL-FM | C | 5.6 | 5.7 | 8.7 | 5.3 | 6.3 | Christal | 92.3 | N/A | 11.2 | 4.46 | LIN | 5 | KSD-FM | 284,600 |
| 6 | KMJM | B | 3.2 | 3.6 | 5.0 | 6.7 | 6.1 | McGavren | 107.7 | N/A | 10.4 | 4.71 | Amaturo | 6 | KSD | 275,400 |
| 7 | KSD-FM | AC | 1.0 | 1.6 | 5.1 | 3.8 | 6.0 | Eastman | 93.7 | 156.80 | 11.2 | 4.31 | Gannett | 7 | KSHE | 258,800 |
| 8 | KSD | C | 2.6 | 2.3 | 2.5 | 3.7 | 5.2 | Eastman | 550 | 156.80 | 10.4 | 4.01 | Gannett | 8 | KMJM | 258,700 |
| 9 | KSLQ | R | 3.2 | 5.1 | 6.2 | 4.6 | 4.8 | RKO | 98.1 | 90 | 10.6 | 3.63 | Charter | 9 | KEZK | 253,300 |
| 10 | WRTH | AC | 3.9 | 5.5 | 4.4 | 4.2 | 3.6 | Blair | 590 | 75 | 7.4 | 3.94 | King | 10 | KXOK | 246,000 |
| 11 | KXOK | R | 6.2 | 5.0 | 4.9 | 5.1 | 3.1 | Katz | 630 | 125x6 | 8.2 | 3.08 | Storz | 11 | KMOX-FM | 205,300 |
| 12 | KMOX-FM | MM | 3.5 | 3.5 | 3.6 | 3.0 | 2.8 | CBS/FM | 103.3 | 75 | 6.9 | 3.20 | CBS | 12 | WRTH | 195,400 |
| 13 | WIL | C | 3.4 | 3.3 | 3.5 | 2.5 | 2.8 | Christal | 1430 | N/A | 6.0 | 3.76 | LIN | 13 | KADI-FM | 190,900 |
| 14 | KADI-FM | AC | 1.6 | 2.4 | 1.6 | 1.9 | 2.5 | Jack Masla | 96.3 | N/A | 6.3 | 3.18 | Comm. Fund | 14 | WIL | 163,600 |
| 15 | WZEN | B | 0.5 | 1.0 | 1.0 | 1.2 | 2.4 | None | 100.3 | 46x6 | 3.7 | 5.12 | Laclede Radio | 15 | KATZ | 116,200 |
| 16 | KATZ | B | 2.7 | 2.6 | 1.4 | 1.1 | 1.6 | Bernard Howard | 1600 | 46x6 | 3.9 | 3.24 | Laclede Radio | 16 | KWK | 113,600 |
| 17 | WESL | B | 1.7 | 2.6 | 1.8 | 1.4 | 1.6 | R. A. Lazar | 1490 | 36 | 3.2 | 3.84 | WESL, Inc. | 17 | WZEN | 91,400 |
| 18 | KWK | A | 2.9 | 2.2 | 1.4 | 1.1 | 1.4 | Hillier | 1380 | 135 | 3.7 | 3.08 | Doubleday | 18 | WESL | 86,800 |
| 19 | WEW | BB | 0.9 | 0.7 | 0.5 | 1.0 | 0.7 | None | 770 | 48 | 1.3 | 4.45 | WEW Radio | 19 | WIBV | 39,200 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KSHE | KMOX | KSHE | KMOX | KSD-FM | KMOX | KSHE | KMOX | KSD-FM | KMOX | KSD-FM | KMOX | KSHE | KMOX |
| 2 | KSD-FM | KSD-FM | KMOX | WIL-FM | KMJM | KEZK | KMOX | KSD | KSHE | KSD-FM | KWK A/F | KSD-FM | KMJM | KMJM |
| 3 | KMJM | WIL-FM | KWK-FM | KSD-FM | KSHE | KSD-FM | KSD-FM | WIL-FM | KMJM | KEZK | KSHE | KSD | KMOX | KEZK |
| 4 | KMOX | KEZK | KSD-FM | KSD | KSLQ | WIL-FM | KSLQ | KSD-FM | KSLQ | KSD | KMJM | WIL-FM | KWK-FM | KSD-FM |
| 5 | KSLQ | KSD | | KSLQ | KMOX | KSD | KWK A/F | KSLQ | | WIL-FM | KSLQ | KEZK | WZEN | WIL-FM |

**Market Rank:** 12
**Total Persons 12+:** 1,931,300
**Stations:** 25
**MSA Diaries:** 1,974

**Revenue Rank:** 15
**Revenue:** $38,603,021
**Income Rank:** 45
**Income:** $596,654

**Local Revenue:** $27,596,511
**National/Regional Revenue:** $10,235,435
**Network Compensation:** $430,628
**Other:** $340,447

**Commissions/Discounts:** $5,683,771
**Total Expenses:** $32,322,596
**Local TV Revenue:** $37,008,099
**Radio Performance Index:** 104

# SAN DIEGO

## Two album rockers show most growth

**FASTEST MOVER**—Album rock KGB-FM joins competitor XTRA-FM for biggest increase in audience. KGB-FM ranks first in total persons 12+ as well as first in an album rock's expected strong area 18-34 adults. Station also wins every 18-34 time period across the board except women. Noble's XTRA-FM also increase 1.6 shares this book and ranks second in 18-34 adults, third in women and men 18-34.

**BIGGEST DECREASE**—Adult contemporary KYXY is off 1.7 shares (down 4.4 to 2.7) since last book. The previous four share was the highest station had received in several years and had been averaging in the threes. Best performance women 18-34 where it ranked 7th.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—KGB-FM is a strong number one. Station wins also in 18-34 men although fifth in 18-34 women. Station gaveaway concerts trips and tickets on the air during the rating period. (See Fastest Mover above). Competitor XTRA-FM did equally as well in growth. Station ranks second 18-34. Station reports to Arbitron that it does not conduct on-air contests and promotions during rating period. Burkhart/Abrams-consulted album rocker KPRI is third 18-34.

**25-54 ADULTS**—Westinghouse-owned KJQY programmed by FM 100 is one of rare beautiful music stations which wins total persons and prime demographics. Used Mystery Song for Hawaii vacation prizes. TV, transit, magazine and billboard promotion. KBZT's adult contemporary is up for second straight book. Ranks 7th overall, second 25-54.

**FACTS & FIGURES**—George Johns-consulted KOGO is up 1.5 shares 12+.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fall 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | KGB-FM | A | 7.0 | 6.6 | 6.7 | 6.6 | 8.2 | Katz | 101.5 | N/A | 14.5 | 4.41 | KGB, Inc. | 1 | KGB-FM | 306,300 |
| 2 | KJQY | BM | 9.3 | 9.0 | 9.0 | 7.6 | 7.9 | RAR | 103.7 | 150 | 11.5 | 5.28 | Westinghouse | 2 | XTRA-FM | 295,600 |
| 3 | KSDO | N/T | 5.3 | 4.6 | 5.4 | 6.4 | 5.9 | CBS | 1130 | N/A | 11.9 | 3.80 | Gannett | 3 | KSDO | 270,500 |
| 4 | XTRA-FM | A | 5.4 | 5.3 | 4.3 | 4.1 | 5.7 | Major Market | 91.1 | N/A | 12.5 | 3.51 | Noble | 4 | KJQY | 231,600 |
| 5 | KPRI | A | 5.8 | 4.0 | 4.8 | 5.1 | 4.7 | Eastman | 106.5 | 120 | 9.9 | 3.65 | SBI | 5 | KPRI | 227,600 |
| 6 | KFMB-FM | AC | 5.1 | 4.7 | 3.9 | 3.1 | 4.5 | McGavren | 100.7 | N/A | 9.7 | 3.61 | Midwest TV | 6 | KFMB-FM | 225,700 |
| 7 | KBZT | AC | 2.2 | 2.2 | 2.2 | 3.8 | 4.4 | Christal | 94.9 | N/A | 7.9 | 1.31 | Force Comm. | 7 | KOGO | 206,100 |
| 8 | KCBQ | C | 2.5 | 2.5 | 3.4 | 3.2 | 3.9 | RKO | 1170 | N/A | 7.4 | 4.01 | Charter | 8 | XTRA | 200,900 |
| 9 | KFSD | CL | 3.0 | 3.3 | 3.9 | 2.6 | 3.9 | Lotus | 94.1 | 70 | 6.0 | 5.06 | Lotus | 9 | KFMB | 190,400 |
| 10 | XHRM | B | 0.8 | 1.7 | 3.4 | 4.1 | 3.8 | N/A | 92.5 | N/A | 5.4 | 5.50 | Morrow | 10 | KBZT | 167,300 |
| 11 | KFMB | AC | 4.0 | 5.0 | 5.9 | 3.9 | 3.7 | McGavren | 760 | N/A | 8.2 | 3.54 | Midwest TV | 11 | KCBQ | 163,800 |
| 12 | KOGO | AC | 2.9 | 2.3 | 2.2 | 2.2 | 3.7 | Eastman | 600 | 85 | 8.6 | 3.34 | SBI | 12 | KGB | 162,500 |
| 13 | KEZL | MM | 4.7 | 3.4 | 3.3 | 2.7 | 3.4 | CBS | 102.9 | N/A | 6.0 | 4.32 | Gannett | 13 | KYXY | 149,800 |
| 14 | KIFM | MM | 4.0 | 4.0 | 3.2 | 2.3 | 3.0 | Selcom | 98.1 | 80x6 | 5.7 | 4.03 | West Coast | 14 | KSON | 147,300 |
| 15 | XTRA | AC | 4.7 | 3.9 | 3.8 | 4.2 | 3.0 | Major Market | 690 | N/A | 7.7 | 3.00 | Noble | 15 | KEZL | 128,900 |
| 16 | KSON-FM | C | 2.3 | 2.4 | 2.6 | 2.7 | 2.7 | Blair | 97.3 | N/A | 5.2 | 3.94 | Broadmoor | 16 | KIFM | 125,600 |
| 17 | KYXY | AC | 2.9 | 3.1 | 2.2 | 4.4 | 2.7 | CBS/FM | 96.5 | 80x12 | 6.2 | 3.39 | Parker | 17 | KNX | 124,000 |
| 18 | KMLO | BB | ** | 1.6 | 3.3 | 3.9 | 2.5 | Roslin | 1000 | 42x6 | 3.8 | 5.13 | North County | 18 | KFSD | 121,300 |
| 19 | KSON | C | 3.2 | 2.7 | 2.7 | 3.4 | 2.5 | Blair | 1240 | N/A | 6.0 | 3.26 | Broadmoor | 19 | KSON-FM | 115,000 |
| 20 | KNX | N | 2.1 | 3.5 | 2.0 | 2.3 | 2.0 | CBS | 1070 | 500 | 4.9 | 3.08 | CBS | 20 | KCBQ-FM | 107,300 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KGB-FM | KJQY | KGB-FM | KSDO | KFMB-FM | KJQY | KGB-FM | KFMB | KGB-FM | KBZT | KGB-FM | KJQY | KGB-FM | KFSD |
| 2 | XTRA-FM | KBZT | KPRI | KFSD | KBZT | KBZT | KFMB-FM | KOGO | KPRI | KJQY | KFMB-FM | KBZT | KPRI | KJQY |
| 3 | KPRI | KFSD | XTRA-FM | KPRI | XTRA-FM | KOGO | KPRI | KSDO | KBZT | KEZL | KPRI | KSDO | XTRA-FM | XHRM |
| 4 | KFMB-FM | KFMB | KFMB-FM | KFMB | KIFM | KCBQ | XTRA-FM | KJQY | XTRA-FM | KFSD | KBZT | KCBQ | KFMB-FM | KIFM |
| 5 | KBZT | KCBQ | KBZT | KBZT | KGB-FM | | KIFM | KCBQ | KIFM | KFMB | XTRA-FM | KOGO | KFSD | |

**Market Rank:** 20
**Total Persons 12+:** 1,608,500
**Stations:** 22
**MSA Diaries:** 1,504

**Revenue Rank:** 20
**Revenue:** $30,383,051
**Income Rank:** 382
**Income:** $-2,213,270

**Local Revenue:** $20,421,661
**National/Regional Revenue:** $9,579,878
**Network Compensation:** $215,852
**Other:** $165,660

**Commissions/Discounts:** $4,739,697
**Total Expenses:** $27,856,624
**Local TV Revenue:** $22,880,050
**Radio Performance Index:** 94

# SAN FRANCISCO

## KMEL takes 18-34; KGO still tops 25-54

**FASTEST MOVER**—KBAY's beautiful music format is up from 1.2 to 2.4 for 1.2 overall 12+ increase, but does not deliver top ranking prime demographics. Stations ranks 15th 25-54. CBS all-news KCBS gained full share point (5.5 to 6.5) for second place overall, second 25-54.

**BIGGEST DECREASE**—Black-formatted KSOL off 0.7 shares. Still remains third overall 12+, solid second 18-34, second men 18-34, first women 18-34.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following.*

**18-34 ADULTS**—Century's album rock KMEL is locally programmed. Used TV and billboards. KSOL is close second even though overall numbers are off. RKO's KFRC-AM rocker third. Used "Guaranteed Winner" contest for cash and prizes. KBLX Inner City black-formatted station is fourth 18-34 even though it is down 12+ (3.0 to 2.6).

**25-54 ADULTS**—ABC's KGO maintains its top ranking followed by KCBS, KNBR, KFRC. Mike Luckoff's talk station is also first 12+, first men and women 25-54. Carried NFL football during rating period (Oakland Raiders) plus college football. NBC-owned KNBR ranks third with adult contemporary format including NBA Warriors basketball, college football. Some billboards. RKO's KFRC ranks fourth in this category. Station is one of few remaining AM giants to consistently deliver prime demographics.

**FACTS & FIGURES**—King-owned KYA-AM changed from adult contemporary to oldies. First book 2.6 to 2.0. KYA-FM changed call letters to KLHT using adult contemporary. . . . KCBS-FM showed 1.7 (from 1.3) but switch to album rock was made after rating period ended.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fall 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | KGO | N/T | 9.3 | 9.5 | 9.4 | 9.0 | 8.4 | Blair | 810 | 360x6 | 14.5 | 4.44 | ABC | 1 | KCBS | 894,600 |
| 2 | KCBS | N | 7.0 | 6.0 | 5.1 | 5.5 | 6.5 | CBS | 740 | 450 | 13.8 | 3.62 | CBS | 2 | KGO | 844,800 |
| 3 | KSOL | B | 5.1 | 5.7 | 5.6 | 6.5 | 5.8 | Jack Masla | 107.7 | N/A | 8.5 | 5.20 | UBC | 3 | KFRC | 835,200 |
| 4 | KFRC | R | 5.1 | 4.5 | 4.8 | 5.4 | 5.4 | RKO | 610 | N/A | 12.5 | 3.32 | RKO | 4 | KMEL | 492,500 |
| 5 | KMEL | A | 3.2 | 3.9 | 4.0 | 4.2 | 4.7 | Christal | 106.1 | 200 | 8.4 | 4.27 | Century | 5 | KSOL | 474,100 |
| 6 | KNBR | AC | 3.4 | 2.9 | 4.1 | 3.0 | 3.5 | McGavren | 680 | 300 | 7.3 | 3.68 | NBC | 6 | KNBR | 464,600 |
| 7 | KFOG | BM | 3.5 | 3.6 | 2.2 | 3.7 | 3.1 | Silcom | 104.5 | 80 | 5.0 | 4.77 | GE | 7 | KIOI | 448,700 |
| 8 | KNEW | C | 3.0 | 3.7 | 3.1 | 3.0 | 2.9 | Katz | 910 | N/A | 5.4 | 4.17 | Malrite | 8 | KSFO | 428,700 |
| 9 | KSFO | AC | 3.2 | 2.8 | 5.0 | 3.2 | 2.9 | Major Market | 560 | 225 | 6.5 | 3.44 | Golden West | 9 | KYUU | 382,600 |
| 10 | KABL | BM | 3.0 | 3.4 | 2.2 | 3.0 | 2.8 | Christal | 960 | 140x12 | 5.3 | 4.06 | Shamrock | 10 | KSFX | 344,300 |
| 11 | KABL-FM | BM | 2.7 | 2.7 | 3.6 | 2.2 | 2.7 | Christal | 98.1 | 140x12 | 5.3 | 3.85 | Shamrock | 11 | KABL-FM | 326,900 |
| 12 | KIOI | AC | 2.5 | 2.5 | 3.3 | 3.1 | 2.7 | Jack Masla | 101.3 | 130 | 6.5 | 3.16 | Charter | 12 | KNEW | 325,100 |
| 13 | KBLX | B | 2.6 | 2.8 | 2.6 | 3.0 | 2.6 | P/W | 102.9 | 95x6 | 4.5 | 4.49 | Inner City | 13 | KABL | 322,400 |
| 14 | KYUU | AC | 2.9 | 3.2 | 4.0 | 2.6 | 2.5 | McGavren | 99.7 | N/A | 5.6 | 3.36 | NBC | 14 | KYA | 291,000 |
| 15 | KBAY | BM | 1.9 | 1.9 | 1.8 | 1.2 | 2.4 | Major Market | 100.3 | N/A | 3.7 | 4.90 | Golden Pacific | 15 | KFOG | 287,600 |
| 16 | KSFX | A | 3.1 | 2.8 | 2.1 | 1.8 | 2.1 | Blair | 103.7 | 185 | 5.0 | 3.26 | ABC | 16 | KLOK | 272,500 |
| 17 | KOIT | BM | 2.3 | 2.6 | 2.3 | 2.5 | 2.0 | Torbet | 96.5 | N/A | 4.2 | 3.66 | Bonneville | 17 | KCBS-FM | 269,500 |
| 18 | KOME | A | 2.5 | 2.8 | 2.6 | 1.9 | 2.0 | Torbet | 98.5 | 200 | 4.0 | 3.88 | Audio House | 18 | KDIA | 268,300 |
| 19 | KSAN | C | 1.9 | 2.1 | 2.1 | 1.9 | 2.0 | Katz | 94.9 | 105 | 3.8 | 4.00 | Metromedia | 19 | KOIT | 265,700 |
| 20 | KYA | O | 1.4 | 1.2 | 1.0 | 2.6 | 2.0 | Eastman | 1260 | N/A | 4.4 | 3.42 | King | 20 | KBLX | 261,300 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KMEL | KGO | KMEL | KGO | KSOL | KGO | KFRC | KGO | KMEL | KGO | KMEL | KGO | KSOL | KGO |
| 2 | KSOL | KCBS | KSOL | KCBS | KMEL | KNBR | KMEL | KCBS | KSOL | KNBR | KSOL | KCBS | KMEL | KBLX |
| 3 | KFRC | KNBR | KFRC | KNBR | KFRC | KCBS | KSOL | KNBR | KFRC | KYUU | KFRC | KNEW | KBLX | KSOL |
| 4 | KBLX | KFRC | KOME | KFRC | KIOI | KYUU | KNBR | KFRC | KYUU | KCBS | KYUU | KNBR | KOME | KSFO |
| 5 | KSFX | | | KMEL | KBLX | KFRC | KGO | KABL A/F | KBLX | KIOI | KSFX | KFRC | KFRC | KNBR |

**Market Rank:** 4
**Total Persons 12+:** 4,475,900
**Stations:** 44
**MSA Diaries:** 3,621

**Revenue Rank:** 4
**Revenue:** $84,580,064
**Income Rank:** 368
**Income:** $-783,367

**Local Revenue:** $55,468,680
**National/Regional Revenue:** $28,164,197
**Network Compensation:** $1,041,792
**Other:** $94,605

**Commissions/Discounts:** $13,574,098
**Total Expenses:** $71,789,333
**Local TV Revenue:** $86,659,600
**Radio Performance Index:** 138

# SEATTLE-EVERETT-TACOMA

## KBLE-FM posts biggest increase

**FASTEST MOVER**—First Media's KBLE-FM rocker jumps 1.9 to 5.3 for fifth overall 12+, fourth in 18-34. Station offers guarantee to listeners that they will get at least 51 minutes of music each hour or they will pay $10,000.

**BIGGEST DECREASE**—Mellow music KYYX off 2.1 shares. Now ranks 19th overall.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—KISW has a pretty strong lead with its Burkhart/Abrams album rock format. GM Steve West does Rolling Stones related on-air fare. No off-air advertising reported. Station number one in men 18-34, third in women 18-34. Jeff Pollack-consulted Sandusky station KZAM is up 2.8 to 3.7, second 18-34. Some television advertising. Sterling Recreation's KZOK-FM is consulted by album rock specialists Sebastian & Casey. Jumps 2.3 to 4.1 12+, second in men 18-34.

**25-54 ADULTS**—Bonneville-owned news/talk KIRO is first 12+ as well (8.1 to 9.5). Carries football and basketball. Uses TV and billboard advertising. Adult contemporary KOMO is second in this prime demographic breakout, but third 12+ overall. Classical music KING-FM is third. Second 25-54 from 10am through midnight. KZAM is fourth.

**FACTS & FIGURES**—KAYO switches from news/talk to country pulling a 0.8 share. . . . Bonneville-programmed beautiful music station KSEA is up 5.2 to 6.1 with fourth place 12+ ranking. . . . Seattle market not only has three well-known album rock consultants doing battle as mentioned above, but also major syndicators such as Churchill (KBRD up 2.4 to 3.0), Al Ham. Burkhart/Abrams consults KJR-AM as well. . . . Golden West talker KVI is off 4.8 to 3.1, but ranks sixth 25-54.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fall 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | KIRO | N/T | 10.2 | 8.9 | 10.6 | 8.1 | 9.5 | Torbet | 710 | N/A | 18.8 | 3.96 | Bonneville | 1 | KIRO | 462,700 |
| 2 | KISW | A | 5.7 | 5.7 | 7.3 | 8.7 | 7.9 | McGavren | 99.9 | N/A | 11.2 | 5.51 | Kaye-Smith | 2 | KOMO | 357,200 |
| 3 | KOMO | AC | 9.8 | 7.8 | 8.3 | 6.3 | 6.7 | Katz | 1000 | 185x12 | 14.1 | 3.75 | Fisher | 3 | KISW | 248,300 |
| 4 | KSEA | BM | 6.2 | 5.9 | 4.8 | 5.2 | 6.1 | Torbet | 100.7 | N/A | 8.8 | 5.47 | Bonneville | 4 | KJR | 242,200 |
| 5 | KBLE-FM | R | ** | ** | ** | 1.9 | 5.3 | RKO | 93.3 | N/A | 9.8 | 4.23 | First Media | 5 | KBLE-FM | 234,300 |
| 6 | KZOK-FM | A | 4.7 | 3.7 | 2.9 | 2.3 | 4.1 | CBS/FM | 102.5 | 80x12 | 7.6 | 4.18 | Sterling | 6 | KVI | 197,700 |
| 7 | KZAM | A | 3.0 | 4.6 | 3.6 | 2.8 | 3.7 | Selcom | 92.5 | 53 | | | Sandusky | 7 | KING | 196,900 |
| 8 | KING-FM | CL | 3.2 | 2.1 | 2.5 | 2.3 | 3.6 | Blair | 98.1 | 32 | 6.4 | 4.45 | King | 8 | KSEA | 194,000 |
| 9 | KPLZ | AC | 3.0 | 4.6 | 3.9 | 3.1 | 3.3 | Major Market | 101.5 | N/A | 5.7 | 4.58 | Golden West | 9 | KZOK-FM | 182,200 |
| 10 | KVI | N/T | 4.4 | 4.0 | 2.4 | 4.8 | 3.1 | Major Market | 570 | 150 | 7.4 | 3.33 | Golden West | 10 | KZAM | 174,100 |
| 11 | KBRD | BM | 2.1 | 3.8 | 2.2 | 2.4 | 3.0 | Jack Masla | 103.7 | 64 | 5.2 | 4.44 | Entercom | 11 | KIXI-FM | 153,000 |
| 12 | KIXI | BB | 1.2 | 2.6 | 3.4 | 3.3 | 3.0 | Christal | 910 | 90x6 | 4.7 | 5.05 | KIKI, Inc. | 12 | KING-FM | 149,900 |
| 13 | KMPS | C | 2.0 | 2.5 | 2.9 | 2.6 | 2.9 | Eastman | 1300 | 100x6 | 5.0 | 4.45 | Affiliated | 13 | KYYX | 146,900 |
| 14 | KJR | AC | 6.0 | 4.9 | 5.2 | 4.7 | 2.8 | McGavren | 950 | 110 | 8.0 | 2.72 | Metromedia | 14 | KPLZ | 132,000 |
| 15 | KNBQ | R | 1.2 | 2.7 | 2.9 | 4.2 | 2.8 | Bernard Howard | 97.3 | 50x12 | 4.8 | 4.47 | Tribune | 15 | KBRD | 122,100 |
| 16 | KING | AC | 3.0 | 3.4 | 3.5 | 4.1 | 2.7 | Blair | 1090 | 71x6 | 6.9 | 3.10 | King | 16 | KMPS | 117,700 |
| 17 | KMPS-FM | C | 2.5 | 3.1 | 2.5 | 2.6 | 2.7 | Eastman | 94.1 | 100x6 | 4.5 | 4.61 | Affiliated | 17 | KNBQ | 114,300 |
| 18 | KIXI-FM | AC | 3.9 | 2.5 | 2.9 | 4.0 | 2.5 | Christal | 95.7 | 90x6 | 5.8 | 3.42 | KIKI, Inc. | 18 | KIXI | 107,100 |
| 19 | KYYX | R | 4.9 | 3.7 | 4.3 | 4.5 | 2.4 | Christal | 96.5 | 55 | 5.5 | 3.41 | O'Day | 19 | KMPS-FM | 105,400 |
| 20 | KRPM-FM | C | 0.6 | 0.4 | 1.0 | 1.7 | 2.2 | None | 106.1 | 30 | 2.7 | 6.39 | RPM Broad. | 20 | KEZX | 101,500 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KISW | KIRO | KISW | KIRO | KZAM | KIRO | KISW | KIRO | KISW | KIRO | KISW | KIRO | KISW | KIRO |
| 2 | KZAM | KOMO | KZOK-FM | KING-FM | KBLE-FM | KOMO | KBLE-FM | KMPS A/F | KZAM | KING-FM | KZOK A/F | KING-FM | KZOK-FM | KING-FM |
| 3 | KZOK-FM | KING-FM | KIRO | KOMO | KISW | KING-FM | KZOK A/F | KOMO | KZOK-FM | KVI | KZAM | KZAM | KBLE-FM | KZAM |
| 4 | KBLE-FM | KZAM | KZAM | KZAM | KNBQ | KZAM | KZAM | KJR | KPLZ | KZAM | KBLE-FM | KPLZ | KIRO | KBRD |
| 5 | KPLZ | KPLZ | KBLE-FM | KPLZ | KPLZ | KPLZ | KIRO | KING | KBLE-FM | KOMO | KPLZ | KVI | KZAM | KEZX |

**Market Rank:** 15
**Total Persons 12+:** 1,794,300
**Stations:** 32
**MSA Diaries:** 1,481

**Revenue Rank:** 12
**Revenue:** $41,668,135
**Income Rank:** 11
**Income:** $4,086,722

**Local Revenue:** $29,430,606
**National/Regional Revenue:** $11,687,453
**Network Compensation:** $377,933
**Other:** $172,143

**Commissions/Discounts:** $6,109,134
**Total Expenses:** $31,472,279
**Local TV Revenue:** $35,982,823
**Radio Performance Index:** 141

# TAMPA-ST. PETERSBURG

## WRBQ number one in all categories

**FASTEST MOVER**—Big Band WDAE jumps 2.3 shares (2.3 to 4.6 in audience 12+). Station switched to oldies-type format. Conducts on-air contests during rating period.

**BIGGEST DECREASE**—Two stations lost two full share points. Metromedia's newly-acquired WWBA-FM is off 10.5 to 8.4. Station programmed by former owner Ed Winton. But it still ranks third 12+, sixth 25-54. Burkhart/Abrams album rocker WQXM is also off two shares 6.9 to 4.9 12+, but maintains third place ranking 18-34.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Harte-Hanks WRBQ rocker is first. Station conducted various call in contests for cash prizes. Sebastian-Casey consulted album rocker WYNF ranks second (up 3.6 to 5.0 in 12 audience as well). On-air giveaways were concert ticket prizes. Medium TV campaign and light billboard showing highlighted the off-air promotional activity. Burkhart/Abrams consulted WQXM is third. Does no worse than third in all measured dayparts.

**25-54 ADULTS**—WRBQ does it again here as well. All around solid demographically. Country WQYK is second and also second in 12+ audience (9.3 to 8.4 12+). Plough country competitor WSUN is next. Overall 12+ share is up slightly 6.9 to 7.3 Bonneville-programmed WJYW beautiful music station is fourth.

**FACTS & FIGURES**—Al Ham's "Music of Your Life" nostalgia format started on WGUL. . . . Metroplex rocker WCKX is off 1.4 shares. . . . The city's best performing black station is WTMP with 3.4 share.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | WRBQ | R | 5.5 | 6.1 | 8.8 | ** | 9.7 | Eastman | 104.7 | N/A | 16.1 | 5.11 | Harte-Hanks | 1 | WRBQ | 292,300 |
| 2 | WQYK | C | 9.7 | 8.1 | 9.3 | ** | 8.4 | Torbet | 99.5 | N/A | 11.9 | 5.99 | Suncoast Stereo | 2 | WSUN | 239,400 |
| 3 | WWBA | BM | 10.6 | 9.6 | 10.5 | ** | 8.4 | Major Market | 107.3 | N/A | 11.6 | 6.13 | Metromedia | 3 | WFLA | 218,100 |
| 4 | WSUN | C | 6.5 | 6.3 | 6.9 | ** | 7.3 | McGavren | 620 | N/A | 13.0 | 4.76 | Plough | 4 | WJYW | 211,400 |
| 5 | WJYW | BM | 7.3 | 9.1 | 7.8 | ** | 7.2 | Christal | 100.7 | N/A | 11.8 | 5.19 | Gannett | 5 | WQYK | 208,000 |
| 6 | WFLA-FM | BM | 6.0 | 5.0 | 5.1 | ** | 5.7 | Blair | 93.3 | 82.50 | 11.0 | 4.37 | WFLA, Inc. | 6 | WFLA-FM | 207,900 |
| 7 | WFLA | AC | 5.7 | 5.5 | 4.1 | ** | 5.1 | Blair | 970 | 82.50 | 10.9 | 3.91 | WFLA, Inc. | 7 | WWBA | 201,100 |
| 8 | WYNF | A | 3.9 | 3.7 | 3.6 | ** | 5.0 | Katz | 94.9 | N/A | 8.6 | 4.88 | Taft | 8 | WCKX | 188,500 |
| 9 | WQXM | A | 4.6 | 5.9 | 6.9 | ** | 4.9 | McGavren | 97.9 | N/A | 9.5 | 4.40 | Plough | 9 | WDAE | 180,100 |
| 10 | WCKX | R | 5.9 | 8.2 | 6.0 | ** | 4.6 | Selcom | 95.7 | 115 | 9.7 | 4.03 | Metroplex | 10 | WQXM | 179,300 |
| 11 | WDAE | BB | 4.1 | 2.8 | 2.3 | ** | 4.6 | Katz | 1250 | N/A | 9.3 | 4.18 | Taft | 11 | WYNF | 158,800 |
| 12 | WTMP | B | 2.1 | 2.0 | 3.3 | ** | 3.4 | Bernard Howard | 1150 | 45 | 5.6 | 5.16 | Gulf South | 12 | WTMP | 102,400 |
| 13 | WGUL | BB | 1.8 | 2.1 | 1.2 | ** | 2.9 | Southern | 1500 | 18.90 | 2.2 | 11.35 | Richey Airwaves | 13 | WNSI | 91,700 |
| 14 | WSRZ | AC | 2.4 | 2.2 | 2.0 | ** | 2.8 | CBS/FM | 102.5 | 50 | 4.9 | 4.75 | Cosmos | 14 | WSRZ | 90,700 |
| 15 | WPLP | N/T | 2.7 | 3.3 | 2.8 | ** | 2.3 | RKO | 570 | 36 | 4.2 | 4.68 | International | 15 | WPLP | 77,600 |
| 16 | WRXB | B | 0.7 | 1.0 | 1.5 | ** | 1.7 | R. A. Lazar | 1590 | N/A | 1.8 | 8.06 | WRXB | 16 | WWLF | 60,500 |
| 17 | WWLF | BM | 4.2 | 4.4 | 1.7 | ** | 1.6 | Major Market | 680 | N/A | 3.2 | 4.23 | WWBA, Inc. | 17 | WDUV | 45,300 |
| 18 | WNSI | N/T | 2.7 | 2.1 | 2.3 | ** | 1.5 | Eastman | 1380 | N/A | 4.1 | 3.11 | Harte-Hanks | 18 | WTAN | 38,000 |
| 19 | WAZE | AC | 0.4 | ** | 0.4 | ** | 1.1 | N/A | 860 | 20 | 1.0 | 9.08 | 3 Rivers | 19 | WGUL | 32,900 |
| 20 | | | | | | | | | | | | | | 20 | WRXB | 29,100 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WRBQ | WRBQ | WRBQ | WRBQ | WRBQ | WRBQ | WRBQ | WRBQ | WRBQ | WRBQ | WRBQ | WRBQ | WYNF | WRBQ |
| 2 | WYNF | WQYK | WYNF | WQYK | WCKX | WQYK | WYNF | WQYK | WYNF | WQYK | WYNF | WQYK | WSRZ | WQYK |
| 3 | WQXM | WSUN | WQXM | WSUN | WYNF | WJYW | WQXM | WFLA | WQXM | WJYW | WQXM | WSUN | WRBQ | WSRZ |
| 4 | WCKX | WJYW | WSRZ | WSRZ | WQYK | WFLA | WTMP | WSUN | WCKX | WSUN | WCKX | WJYW | WQXM | WCKX |
| 5 | WSRZ | WFLA | WCKX | WWBA | WTMP | WCKX | WCKX | WDAE | WQYK | WWBA | WSRZ | WWBA | WCKX | WJYW |

**Market Rank:** 21
**Total Persons 12+:** 1,438,200
**Stations:** 24
**MSA Diaries:** 1,350

**Revenue Rank:** 27
**Revenue:** $22,549,711
**Income Rank:** 79
**Income:** $344,685

**Local Revenue:** $16,131,639
**National/Regional Revenue:** $6,026,374
**Network Compensation:** $311,965
**Other:** $79,733

**Commissions/Discounts:** $2,995,229
**Total Expenses:** $19,209,797
**Local TV Revenue:** $31,076,976
**Radio Performance Index:** 80

# TUCSON, AZ

## Spanish formatted KXEW explodes

**FASTEST MOVER**—Spanish-formatted KXEW rebounds from previously low 1.8 share to place third overall, first in 18-34 adults, second 25-54. A five share had been the highest this station had seen in the past few years until now. Station used on-air contests during rating periods.

**BIGGEST DECREASE**—Two stations are off 2.3 shares and another one off 2.2. Schulke-programmed beautiful music KJYK is off 2.3 although second overall 12+ and third in prime 25-54 year olds. KRQQ rocker is off 2.3 shares. Burkhart/Abrams consulted album rock KLPX off 2.2 shares although it ranks fourth 18-34.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—Spanish KXEW is first. Also first in men 18-34, first 18-34 in morning drive and middays. No lower than third 18-34 in the rest of the time periods. Jeff Pollack-consulted KWFM album rocker is up 5.4 to 6.7 12+ and is second in this category. Also first in men 18-34. Rocker KRQQ is third despite loss of overall 12+ ratings. KLPX album rocker fourth.

**25-54 ADULTS**—Country KCUB leads in prime demographics. Also first 12+. Number one in men and women 25-54. First in all 25-54 time periods. Spanish KXEW ranks close second making that stations 18-54 total spread very impressive. KJYK Schulke-programmed beautiful music station is next. Adult contemporary KCEE follows. KCEE is third 25-54 in morning and middays.

**FACTS & FIGURES**—Musicworks country format on KNDE is 3.7 from 4.8 and eighth in 25-54 . . . Burkhart/Abrams-consulted KTKT up dramatically with rock format 3.9 to 6.2.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | | | | | | | | | |
| 1 | KCUB | C | 9.5 | 13.6 | 11.7 | 10.6 | 12.4 | Eastman | 1290 | 36 | 19.1 | 5.36 | Rex | 1 | KCUB | 100,600 |
| 2 | KJYK | BM | 9.1 | 8.3 | 11.7 | 12.7 | 10.4 | Blair | 94.9 | N/A | 15.8 | 5.44 | Surrey | 2 | KTKT | 99,300 |
| 3 | KXEW | SP | 3.4 | 5.1 | 3.5 | 1.8 | 9.0 | Caballero | 1600 | N/A | 9.6 | 7.77 | R.F.C. Partners | 3 | KRQQ | 92,700 |
| 4 | KWFM | A | 9.0 | 9.4 | 8.5 | 5.4 | 6.7 | Selcom | 92.9 | N/A | 11.8 | 4.68 | Sandusky | 4 | KJYK | 82,400 |
| 5 | KCEE | AC | 5.4 | 2.3 | 9.2 | 5.4 | 6.3 | Christal | 790 | 40 | 13.5 | 3.86 | 790 Inc. | 5 | KCEE | 74,700 |
| 6 | KLPX | A | 6.3 | 5.5 | 5.1 | 8.5 | 6.3 | Lotus | 96.1 | 24 | 13.2 | 3.96 | Lotus | 6 | KLPX | 71,800 |
| 7 | KTKT | R | 8.8 | 7.6 | 6.5 | 3.9 | 6.2 | Lotus | 990 | 33 | 16.5 | 3.10 | Lotus | 7 | KAIR | 66,800 |
| 8 | KAIR | BM | 9.8 | 6.5 | 6.3 | 8.0 | 6.1 | Blair | 1490 | N/A | 12.3 | 4.09 | Surrey | 8 | KWFM | 63,000 |
| 9 | KRQQ | R | 5.7 | 8.2 | 7.0 | 8.2 | 5.9 | McGavren | 93.7 | N/A | 15.6 | 3.15 | Western Cities | 9 | KTUC | 59,900 |
| 10 | KHYT | R | 5.1 | 6.0 | 7.0 | 6.0 | 4.9 | RKO | 1330 | 55 | 9.8 | 4.17 | Golden State | 10 | KHYT | 53,600 |
| 11 | KTUC | N | 4.1 | 4.5 | 5.2 | 4.2 | 4.4 | Bernard Howard | 1400 | 18.50x6 | 10.6 | 3.48 | KTUC, Inc. | 11 | KXEW | 48,000 |
| 12 | KNDE | C | ** | ** | ** | 4.8 | 3.7 | Bernard Howard | 99.5 | 19.50 | 7.8 | 3.96 | KTUC, Inc. | 12 | KNDE | 42,300 |
| 13 | KFLT | REL | 2.2 | 3.9 | 1.9 | 1.8 | 2.1 | N/A | 1450 | N/A | 4.3 | 4.05 | Family Life | 13 | KNST | 37,800 |
| 14 | KGVY | BB | ** | ** | ** | ** | 2.1 | N/A | 1080 | 12x6 | 3.4 | 5.09 | Christal Sets | 14 | KIKX | 28,000 |
| 15 | KIKX | C | 4.9 | 1.4 | 1.9 | 0.9 | 1.9 | N/A | 580 | 14 | 4.8 | 3.21 | John Walton | 15 | KFLT | 23,400 |
| 16 | KNST | N/T | 4.6 | 3.5 | 2.2 | 3.0 | 1.4 | McGavren | 940 | 26 | 5.2 | 2.15 | Western Cities | 16 | KGVY | 18,000 |
| 17 | KUKQ | B | ** | ** | ** | ** | 0.5 | Jack Masla | 1060 | 48 | 1.0 | 4.16 | Tri-State | 17 | KOPA | 5,300 |
| 18 | KOPA | R | ** | ** | 0.5 | ** | 0.4 | Torbet | 100.7 | N/A | 0.9 | 3.35 | First Media | 18 | KUKQ | 5,300 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | KXEW | KCUB | KWFM | KCUB | KXEW | KCUB | KXEW | KCUB | KXEW | KCUB | KRQQ | KCUB | KWFM | KCUB |
| 2 | KWFM | KXEW | KXEW | KXEW | KCUB | KXEW | KWFM | KXEW | KWFM | KXEW | KWFM | KXEW | KXEW | KJYK |
| 3 | KRQQ | KJYK | KLPX | KCEE | KRQQ | KJYK | KCUB | KCEE | KRQQ | KCEE | KXEW | KJYK | KLPX | KXEW |
| 4 | KLPX | KCEE | KRQQ | KJYK | KWFM | KCEE | KTKT | KJYK | KCEE | KJYK | KCEE | KCEE | KTKT | KTKT |
| 5 | KCUB | KTKT | KCEE | KWFM | KTKT | KAIR | KRQQ | KTKT | KCUB | KAIR | KLPX | KAIR | KRQQ | KCEE |

**Market Rank:** 68
**Total Persons 12+:** 468,900
**Stations:** 16
**MSA Diaries:** 898

**Revenue Rank:** 68
**Revenue:** $8,828,642
**Income Rank:** 349
**Income:** $-434,956

**Local Revenue:** $5,570,900
**National/Regional Revenue:** $2,975,472
**Network Compensation:** $23,401
**Other:** $258,869

**Commissions/Discounts:** $1,015,898
**Total Expenses:** $8,247,700
**Local TV Revenue:** $9,681,653
**Radio Performance Index:** 86

# WASHINGTON, DC

## NBC's WKYS is DC's rising star

**FASTEST MOVER**—ABC-owned WMAL-AM up 1.8 shares this book. Carries Redskins NFL football, Maryland Tarrapins college games. TV, newspaper, billboards, transit. WMAL first 12+, first 25-54, 25-54 men and women. Number one in morning drive and afternoon drive 25-54.

**BIGGEST DECREASE**—ABC-owned WRQX rocker off 1.4 shares. Twelfth 12+, ninth 18-34. Uses "Winning Ticket" contest for assorted cash, trips, houses, etc. Some TV.

***BUYERS GUIDE***—*Based on the statistics available in this publication, buyers should note the following:*

**18-34 ADULTS**—WKYS ranks first and second 12+. WHUR's black format is up for second straight book. No on-air contests during fall rating period. Gulf Broadcasting took over third place WJMD (adult contemporary).

**25-54 ADULTS**—WMAL clearly the winner here. NBC-owned WKYS pulls in second place making it a remarkably broad ranged radio station able to pull not only 18-34s but 25-54 prime adults as well. Greater Media's WGAY-FM ranks third, second with women. Ted Dorf's beautiful music station defies problems facing many beautiful music stations in that it is pulling prime demographics rather than predominantly older ones. Station ranks third overall 12+. WHUR is fourth, WJMD is fifth in 25-54.

**FACTS & FIGURES**—Burkhart/Abrams "Superstars" album rocker is fifth 18-34. . . . WAVA is 15th overall, tie sixth 18-34. Doubleday took over after rating period and is installing improvements (fusion rock format blends album rock and rock) which may make station more competitive in months ahead.

| RANK | STATION | FORMAT | ARBITRON METRO TRENDS Total persons 12+ 6 AM - 12 Mid | | | | | REP | DIAL POSITION | HIGHEST RATE | REACH | FREQUENCY | OWNER | RANK | WEEKLY METRO CUME Monday-Sunday 6 AM - 12 Mid | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | O/N 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | | | | | | | | | |
| 1 | WMAL | AC | 10.9 | 11.1 | 8.6 | 8.8 | 10.6 | McGavren | 630 | N/A | 17.3 | 4.56 | ABC | 1 | WMAL | 576,500 |
| 2 | WKYS | B | 7.0 | 6.9 | 6.0 | 7.9 | 8.1 | Eastman | 93.9 | 190 | 12.8 | 4.71 | NBC | 2 | WKYS | 421,800 |
| 3 | WGAY-FM | BM | 8.2 | 8.0 | 7.1 | 7.9 | 7.8 | Major Market | 99.5 | N/A | 10.9 | 5.30 | Greater Media | 3 | WHUR | 385,100 |
| 4 | WHUR | B | 4.7 | 5.1 | 4.6 | 5.7 | 6.2 | N/A | 96.3 | 80 | 11.1 | 4.16 | Howard Univ. | 4 | WPGC A/F | 369,700 |
| 5 | WPGC A/F | R | 7.7 | 5.5 | 7.3 | 4.9 | 5.2 | Torbet | 1580/95.5 | N/A | 10.2 | 3.77 | First Media | 5 | WRQX | 366,900 |
| 6 | WWDC-FM | A | 2.7 | 3.1 | 6.0 | 6.0 | 5.1 | Christal | 101.1 | N/A | 9.8 | 3.87 | Capitol | 6 | WGAY-FM | 350,100 |
| 7 | WASH | AC | 6.2 | 6.3 | 5.0 | 5.4 | 4.6 | Katz | 97.1 | 250 | 8.8 | 3.92 | Metromedia | 7 | WWDC-FM | 349,500 |
| 8 | WJMD | AC | 2.3 | 2.4 | 3.6 | 4.4 | 4.4 | Christal | 94.7 | N/A | 8.2 | 4.02 | Gulf | 8 | WASH | 313,000 |
| 9 | WGMS A/F | CL | 2.7 | 2.9 | 3.0 | 3.5 | 4.2 | RKO | 570/103.5 | N/A | 7.8 | 4.00 | RKO | 9 | WTOP | 303,200 |
| 10 | WTOP | N | 3.6 | 3.0 | 3.1 | 2.3 | 4.0 | CBS | 1500 | 1350x12 | 8.3 | 3.62 | Outlet | 10 | WOOK | 301,800 |
| 11 | WPKX/WVKX | C | 3.8 | 4.2 | 4.2 | 4.2 | 3.8 | Selcom | 730/105.9 | N/A | 5.3 | 4.43 | Metroplex | 11 | WJMD | 289,700 |
| 12 | WRQX | R | 7.2 | 8.6 | 6.6 | 5.2 | 3.8 | Blair | 107.3 | N/A | 9.2 | 3.11 | ABC | 12 | WGMS A/F | 273,100 |
| 13 | WOOK | B | 3.5 | 3.2 | 3.7 | 4.2 | 3.5 | Jack Masla | 100.3 | N/A | 7.8 | 3.33 | United | 13 | WAVA | 228,000 |
| 14 | WRC | N/T | 5.8 | 4.1 | 4.4 | 3.2 | 3.4 | Eastman | 980 | 145 | 6.3 | 4.09 | NBC | 14 | WRC | 217,100 |
| 15 | WAVA | A | 3.5 | 3.5 | 4.5 | 3.7 | 3.3 | CBS/FM | 105.1 | N/A | 6.4 | 3.89 | Doubleday | 15 | WMZQ | 206,500 |
| 16 | WMZQ | C | 2.6 | 3.6 | 4.1 | 3.1 | 3.3 | Bernard Howard | 98.7 | 150 | 6.0 | 4.18 | Viacom | 16 | WVKX | 177,200 |
| 17 | WEZR | BM | 1.8 | 2.8 | 2.4 | 3.1 | 3.2 | Herbert Groskin | 106.7 | 50 | 4.6 | 5.19 | EZ Comm | 17 | WEZR | 148,000 |
| 18 | WHFS | R | 1.2 | 1.1 | 0.8 | 0.8 | 1.4 | P/W | 102.3 | 45x12 | 2.4 | 4.29 | High Fidelity | 18 | WWDC | 90,600 |
| 19 | WOL | B | 1.0 | 0.8 | 0.7 | 0.6 | 1.4 | Savalli & Schutz | 1450 | 65 | 2.3 | 4.44 | Sonderling | 19 | WEAM | 87,400 |
| 20 | WEAM | BB | 0.5 | 0.7 | 0.9 | 1.1 | 1.3 | N/A | 1390 | 32 | 2.5 | 3.91 | Thom Radio | 20 | WYCB | 84,300 |

| RANK | DEMOGRAPHIC BREAKOUT Average Quarter Hour Monday-Sunday 6 AM-12 Mid | | | | | | DAYPART BREAKOUT Average Quarter Hour Metro Monday-Friday Adults | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Adults | | Men | | Women | | 6-10AM | | 10-3PM | | 3-7PM | | 7-12Mid | |
| | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 | 18-34 | 25-54 |
| 1 | WKYS | WMAL | WKYS | WMAL | WKYS | WMAL | WWDC A/F | WMAL | WKYS | WGAY A/F | WKYS | WMAL | WHUR | WHUR |
| 2 | WHUR | WKYS | WHUR | WKYS | WHUR | WGAY-FM | WKYS | WASH | WASH | WKYS | WJMD | WKYS | WKYS | WKYS |
| 3 | WJMD | WGAY-FM | WWDC-FM | WJMD | WASH | WKYS | WASH | WKYS | WJMD | WMAL | WASH | WJMD | WJMD | WGAY-FM |
| 4 | WASH | WHUR | WJMD | WGMS A/F | WPGC A/F | WHUR | WPGC A/F | WGAY A/F | WHUR | WJMD | WAVA | WGAY A/F | WAVA | WMAL |
| 5 | WWDC-FM | WJMD | WAVA | WGAY-FM | WJMD | WASH | WRQX | WTOP | WAVA | WGMS A/F | WHUR | WASH | WWDC-FM | WJMD |

**Market Rank:** 8
**Total Persons 12+:** 2,565,200
**Stations:** 29
**MSA Diaries:** 2,066

**Revenue Rank:** 5
**Revenue:** $65,818,724
**Income Rank:** 10
**Income:** $4,268,903

**Local Revenue:** $46,941,745
**National/Regional Revenue:** $17,859,122
**Network Compensation:** $661,556
**Other:** $356,301

**Commissions/Discounts:** $9,222,194
**Total Expenses:** $52,327,627
**Local TV Revenue:** $44,582,289
**Radio Performance Index:** 121

## ABERDEEN, WA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KGHO A/F | R | ** | ** | ** | 30.5 | 25.3 | 19,300 |
| KXRO | AC | ** | ** | ** | 20.7 | 22.4 | 22,700 |
| KBKW-KJMD | C | ** | ** | ** | 17.1 | 14.9 | 17,100 |
| KDUX | R | ** | ** | ** | 7.3 | 13.4 | 14,300 |
| KBRD | BM | ** | ** | ** | ** | 6.0 | 3,100 |
| KIRO | N/T | ** | ** | ** | 1.2 | 3.0 | 5,200 |

## AKRON

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WMMS | A | 11.4 | 12.3 | 12.5 | 12.7 | 12.5 | 142,800 |
| WAKR | AC | 14.5 | 14.9 | 13.7 | 10.7 | 10.7 | 154,700 |
| WSLR | C | 6.5 | 5.6 | 5.7 | 6.9 | 7.1 | 89,300 |
| WAEZ | BM | 6.5 | 5.9 | 7.4 | 6.8 | 6.2 | 59,200 |
| WGCL | R | 5.2 | 5.7 | 6.3 | 8.1 | 6.0 | 87,600 |
| WWWM | R | 4.2 | 2.8 | 4.7 | 4.1 | 5.6 | 85,500 |
| WGAR | AC | 5.5 | 4.8 | 4.0 | 4.2 | 4.9 | 93,600 |
| WZZP | AC | 5.3 | 4.6 | 5.2 | 5.2 | 4.6 | 75,800 |
| WDBN | BM | 5.0 | 5.2 | 3.4 | 2.0 | 4.0 | 41,700 |
| WNIR | C | 2.0 | 2.4 | 3.4 | 3.0 | 3.5 | 43,700 |
| WDOK | BM | 2.6 | 3.6 | 3.5 | 3.6 | 3.5 | 45,000 |
| WKSW | C | 1.0 | ** | 1.2 | 1.2 | 3.2 | 35,900 |
| WDMT | B | 1.8 | 3.0 | 3.6 | 2.3 | 2.9 | 27,500 |
| WCUE | BB | 0.7 | 1.9 | 0.6 | 3.5 | 2.6 | 32,100 |
| WHLO | BB | 4.2 | 2.2 | 2.7 | 1.6 | 2.2 | 30,700 |

## ALBANY-SCHENECTADY

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WGY | AC | 17.9 | 19.6 | 16.7 | 16.4 | 15.8 | 256,600 |
| WPYX | A | 5.9 | 5.2 | 6.2 | 10.7 | 9.9 | 130,100 |
| WROW | BM | 11.1 | 9.7 | 10.2 | 8.3 | 9.6 | 148,200 |
| WTRY | R | 7.4 | 6.8 | 8.4 | 8.3 | 8.9 | 176,000 |
| WQBK | T | 8.9 | 5.9 | 6.2 | 6.2 | 7.5 | 58,600 |
| WROW-FM | BM | 4.7 | 7.1 | 10.0 | 7.4 | 7.0 | 102,900 |
| WFLY | R | 8.4 | 10.2 | 7.1 | 6.3 | 6.5 | 127,100 |
| WGFM | R | 4.8 | 4.1 | 3.8 | 3.6 | 5.2 | 111,800 |
| WWOM | AC | 2.5 | 3.1 | 3.9 | 4.5 | 5.0 | 98,000 |
| WGNA | C | 4.1 | 4.7 | 4.3 | 5.3 | 3.9 | 58,700 |
| WPTR | AC | 5.2 | 4.9 | 3.1 | 3.6 | 2.8 | 73,500 |
| WOKO | C | 1.2 | 0.8 | 1.5 | 2.4 | 2.1 | 35,800 |
| WQBK-FM | A | 3.3 | 4.7 | 2.4 | 2.8 | 1.8 | 39,500 |
| WCSS | AC | 1.5 | 1.5 | 2.3 | 1.1 | 1.4 | 16,300 |
| WHRL | BM | 2.0 | 1.9 | 2.6 | 1.8 | 1.4 | 27,900 |

## ALBUQUERQUE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KKJY | BM | 10.4 | 12.7 | 15.2 | 11.9 | 10.6 | 66,900 |
| KRST | C | 6.9 | 4.5 | 5.4 | 7.5 | 10.1 | 67,800 |
| KOB-FM | AC | 6.2 | 5.9 | 2.9 | 3.9 | 9.5 | 85,700 |
| KWXL | A | 2.8 | 4.7 | 5.7 | 9.5 | 9.0 | 55,000 |
| KOB | AC | 11.8 | 10.4 | 8.8 | 9.2 | 8.1 | 88,200 |
| KFMG | A | 9.5 | 8.3 | 9.7 | 8.0 | 7.5 | 79,700 |
| KZIA | T | 6.7 | 5.0 | 4.1 | 4.2 | 5.8 | 29,100 |
| KRZY | C | 7.3 | 7.9 | 4.8 | 4.7 | 5.0 | 54,500 |
| KQEO | O | 4.7 | 3.6 | 6.5 | 5.1 | 4.8 | 58,400 |
| KZZX | R | 4.5 | 5.6 | 5.6 | 7.5 | 4.8 | 65,000 |
| KABQ | SP | 7.6 | 4.3 | 6.1 | 5.4 | 4.5 | 31,500 |
| KRKE | C | 3.9 | 3.4 | 2.3 | 2.5 | 3.7 | 47,500 |
| KAMX | R | 3.0 | 4.3 | 3.4 | 3.9 | 3.3 | 32,200 |
| KHFM | CL | 1.9 | 2.9 | 4.3 | 2.2 | 2.3 | 25,600 |
| KDRM | AC | 0.9 | 2.3 | 0.5 | 0.8 | 0.8 | 12,100 |

## ALLENTOWN-BETHLEHEM

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WLEV | AC | 7.0 | 11.7 | 7.7 | 13.2 | 12.1 | 154,700 |
| WZZO | A | 12.4 | 8.1 | 8.5 | 10.1 | 9.5 | 125,600 |
| WQQQ | BM | 12.1 | 12.5 | 10.5 | 8.8 | 9.0 | 110,200 |
| WFMZ | BM | 4.8 | 7.7 | 10.8 | 7.6 | 8.9 | 89,000 |
| WXKW | C | 10.8 | 9.1 | 10.8 | 9.9 | 8.5 | 94,700 |
| WAEB | R | 8.2 | 9.8 | 9.1 | 8.6 | 7.1 | 116,300 |
| WSAN | C | 2.7 | 0.6 | 2.4 | 3.4 | 3.8 | 70,300 |
| KYW | N | 3.4 | 4.6 | 3.6 | 3.1 | 3.5 | 68,200 |
| WEST | BB | 4.5 | 4.6 | 5.4 | 3.6 | 3.1 | 47,900 |
| WOR | T | 1.2 | 2.0 | 1.3 | 1.7 | 3.0 | 24,800 |
| WEEX | AC | 3.6 | 3.1 | 4.7 | 2.8 | 2.8 | 49,700 |
| WKAP | AC | 2.7 | 3.0 | 3.6 | 3.0 | 2.6 | 56,800 |
| WIFI | R | 0.7 | 0.7 | 0.7 | 1.5 | 2.3 | 35,000 |
| WYSP | A | 1.1 | 0.9 | 2.0 | 1.0 | 2.2 | 32,600 |
| WLSH | AC | 2.7 | 1.1 | ** | 0.5 | 1.8 | 13,700 |

## ANAHEIM-SANTA ANA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KBIG | BM | 7.1 | 7.9 | 7.3 | 5.8 | 7.1 | 222,200 |
| KABC | T | 6.3 | 5.8 | 4.7 | 7.3 | 6.1 | 244,600 |
| KLOS | A | 2.9 | 3.3 | 3.7 | 4.5 | 6.1 | 277,200 |
| KMET | A | 8.1 | 7.2 | 4.2 | 7.5 | 5.8 | 258,700 |
| KRTH | AC | 5.0 | 5.1 | 4.7 | 3.7 | 4.4 | 193,400 |
| KHTZ | AC | 2.5 | 2.8 | 2.2 | 3.1 | 3.8 | 161,300 |
| KFI | R | 5.1 | 4.3 | 5.1 | 4.0 | 3.6 | 172,200 |
| KNX-FM | MM | 3.9 | 4.1 | 4.0 | 3.8 | 3.6 | 167,700 |
| KLAC | C | 4.1 | 5.1 | 5.4 | 3.3 | 3.4 | 155,400 |
| KOST | BM | 2.8 | 2.6 | 2.2 | 3.0 | 3.4 | 141,100 |
| KROQ-FM | A | 0.4 | 2.2 | 2.1 | 2.6 | 3.2 | 109,800 |
| KNX | N | 3.8 | 3.5 | 4.0 | 3.3 | 3.0 | 203,600 |
| XTRA | AC | 2.4 | 1.9 | 1.9 | 2.3 | 2.8 | 153,700 |
| KIQQ | R | 0.9 | 2.1 | 3.1 | 2.0 | 2.7 | 126,500 |
| KJOI | BM | 3.8 | 3.7 | 5.0 | 3.1 | 2.7 | 123,500 |

## ANCHORAGE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KFQD | AC | 18.6 | 19.4 | 19.7 | 19.8 | 17.3 | 45,800 |
| KHAR | BM | 14.4 | 13.8 | 10.5 | 12.3 | 12.3 | 30,600 |
| KGOT | A | 14.0 | 3.9 | 7.0 | 8.5 | 10.0 | 26,900 |
| KNIK | BM | 5.1 | 5.6 | 8.8 | 6.1 | 9.5 | 23,000 |
| KKLV | R | 5.9 | 12.5 | 12.3 | 10.4 | 8.6 | 30,000 |
| KBCN | REL | 5.1 | 3.9 | 1.8 | 1.9 | 8.2 | 18,700 |
| KRKN | A | 1.7 | 3.0 | 3.5 | 8.5 | 7.3 | 19,300 |
| KENI | R | 14.8 | 14.2 | 11.0 | 10.8 | 6.8 | 34,600 |
| KYAK | C | 6.8 | 6.5 | 7.5 | 8.0 | 5.9 | 20,200 |
| KANC | AC | 5.1 | 5.2 | 6.1 | 3.8 | 4.1 | 16,200 |
| KBYR | AC | 5.5 | 4.3 | 7.0 | 4.7 | 3.6 | 19,800 |

## APPLETON-OSHKOSH

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WHBY | AC | ** | 10.2 | ** | 8.8 | 11.6 | 54,300 |
| WIXX | R | ** | 8.6 | ** | 8.5 | 10.2 | 69,300 |
| WYTL | C | ** | 9.6 | ** | 9.3 | 9.4 | 39,500 |
| WNAM | R | ** | 12.3 | ** | 10.6 | 9.2 | 68,300 |
| WAPL | A | ** | 5.9 | ** | 9.0 | 9.2 | 48,400 |
| WROE | BM | ** | 10.2 | ** | 11.6 | 7.5 | 35,200 |
| WYNE | C | ** | 5.1 | ** | 3.6 | 5.7 | 33,500 |
| WOSH | R | ** | 4.0 | ** | 5.9 | 5.4 | 39,200 |
| WGEE | C | ** | 2.9 | ** | 3.4 | 4.3 | 28,300 |
| WKAU-FM | R | ** | 4.3 | ** | 4.4 | 4.0 | 31,700 |
| WVMS | BB | ** | 3.7 | ** | 2.8 | 3.2 | 14,000 |
| WDUZ-FM | BM | ** | 4.0 | ** | 1.8 | 2.2 | 13,400 |
| WKAU | R | ** | 2.7 | ** | 4.1 | 2.2 | 24,500 |
| WNBK | C | ** | 1.1 | ** | 1.0 | 1.9 | 9,900 |
| WAHC | A | ** | 1.3 | ** | 1.6 | 1.9 | 18,800 |

## AUSTIN, TX

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KHFI | R | 8.2 | 16.7 | 12.7 | 15.7 | 17.8 | 134,700 |
| KASE | BM | 17.1 | 10.6 | 13.5 | 10.9 | 11.8 | 98,300 |
| KLBJ-FM | A | 11.2 | 7.8 | 6.8 | 11.2 | 9.8 | 88,000 |
| KVET | C | 12.0 | 11.6 | 11.8 | 11.4 | 7.7 | 90,800 |
| KLBJ | AC | 5.7 | 3.0 | 6.6 | 4.4 | 6.3 | 84,500 |
| KOKE-FM | C | 7.6 | 8.8 | 9.2 | 11.0 | 5.9 | 70,300 |
| KCSW | AC | 5.9 | 7.4 | 5.2 | 5.2 | 5.3 | 57,800 |
| KMXX | SP | 1.4 | 4.0 | 1.7 | 3.6 | 4.9 | 36,100 |
| KNOW | R | 2.7 | 1.0 | 2.9 | 2.2 | 3.1 | 38,300 |
| KTSA | AC | 4.3 | 3.7 | 4.7 | 3.8 | 2.0 | 44,600 |
| KOKE | C | 1.4 | 2.4 | 3.1 | 2.7 | 1.3 | 22,900 |
| KTAE | C | 1.9 | 1.9 | 1.6 | 1.4 | 1.3 | 16,200 |
| KIXL | REL | 2.4 | 3.0 | 1.9 | 2.2 | 1.3 | 15,000 |
| KIXS | A | ** | ** | ** | 1.0 | 1.1 | 6,600 |
| WOAI | N/T | 0.9 | 1.3 | 1.9 | 0.9 | 1.1 | 15,800 |

## BAKERSFIELD

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KUZZ | C | ** | 15.6 | 16.9 | 17.8 | 14.1 | 77,900 |
| KKXX | R | ** | 13.4 | 11.4 | 10.6 | 10.5 | 71,000 |
| KWAC | SP | ** | 2.9 | 5.1 | 5.9 | 9.6 | 38,600 |
| KXEM | SP | ** | 2.4 | ** | 1.6 | 5.9 | 16,200 |
| KERN | R | ** | 9.3 | 9.2 | 6.1 | 5.2 | 54,000 |
| KGFM | BM | ** | 5.1 | 9.0 | 7.0 | 5.2 | 40,900 |
| KGEO | O | ** | 4.1 | 2.7 | 2.0 | 5.0 | 40,600 |
| KLYD | AC | ** | 4.1 | 5.8 | 4.7 | 3.3 | 21,600 |
| KAFY | O | ** | 3.9 | 5.1 | 5.2 | 2.8 | 34,000 |
| KLOS | A | ** | 1.0 | 2.4 | 1.3 | 2.8 | 15,600 |
| KLOA | AC | ** | 1.2 | 1.7 | ** | 2.6 | 17,700 |
| KMGN | A | ** | ** | 2.2 | 1.4 | 2.2 | 16,500 |
| KPMC | AC | ** | 2.0 | 1.9 | 2.9 | 1.9 | 26,100 |
| KNTB | N/T | ** | 0.7 | 0.5 | 2.3 | 1.5 | 16,000 |

## BATON ROUGE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WFMF | R | 14.1 | 20.6 | 18.1 | 19.0 | 16.5 | 115,400 |
| WYNK-FM | C | 12.8 | 14.5 | 11.1 | 13.0 | 14.3 | 91,200 |
| WXOK | B | 21.2 | 9.4 | 11.8 | 10.8 | 13.5 | 88,200 |
| WQXY | BM | 11.5 | 11.6 | 11.1 | 10.8 | 10.4 | 70,500 |
| WAFB | AC | 4.8 | 6.4 | 6.3 | 5.5 | 7.4 | 82,700 |
| WTKL | B | ** | ** | 5.5 | 5.5 | 5.3 | 34,100 |
| WJBO | AC | 8.2 | 7.6 | 7.7 | 4.2 | 5.1 | 66,300 |
| WIBR | C | 6.3 | 5.4 | 5.8 | 4.5 | 4.8 | 49,000 |
| WLCS | R | 7.6 | 8.3 | 9.9 | 6.6 | 4.8 | 56,800 |
| WYNK | C | 4.1 | 4.1 | 2.2 | 5.2 | 4.5 | 33,700 |
| WWL | N/T | 2.2 | 1.2 | ** | 1.4 | 1.9 | 21,700 |
| WSLG | C | 0.9 | 1.7 | 2.4 | 2.1 | 1.1 | 11,100 |
| WAIL | B | ** | ** | ** | ** | 0.8 | 7,200 |
| WAJY | AC | ** | ** | ** | ** | 0.6 | 9,500 |
| WTIX | AC | ** | ** | 0.5 | ** | 0.6 | 6,900 |

## BEAUMONT-PORT ARTHUR

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KYKR | C | 8.2 | 13.2 | 12.3 | 9.6 | 13.0 | 71,800 |
| KIOC | AC | 4.5 | 5.5 | 4.5 | 6.3 | 10.0 | 60,400 |
| KQXY | BM | 9.6 | 10.9 | 8.7 | 11.0 | 8.0 | 42,100 |
| KHYS | B | 5.1 | 3.7 | 4.0 | 5.6 | 7.4 | 39,000 |
| KLVI | C | 9.4 | 8.9 | 13.5 | 8.7 | 7.2 | 56,700 |
| KZOM | A | 3.3 | 6.7 | 6.3 | 4.3 | 7.2 | 33,400 |
| KZZB | R | 10.7 | 6.5 | 6.7 | 2.5 | 7.2 | 34,900 |
| KAYD | C | 4.9 | 4.0 | 10.8 | 10.1 | 7.0 | 45,500 |
| KWIC | R | 5.3 | 5.0 | 1.8 | 6.7 | 6.1 | 45,100 |
| KALO | B | 6.2 | 5.5 | 2.5 | 8.7 | 6.1 | 29,100 |
| KTRH | N/T | 4.2 | 4.2 | 6.1 | 4.0 | 5.2 | 28,900 |
| KDLF | REL | 0.7 | 1.7 | ** | 1.1 | 2.0 | 5,700 |
| KOGT | C | 3.6 | 1.5 | 3.1 | 2.5 | 1.5 | 10,300 |
| KJET | N/T | 5.8 | 5.0 | 2.5 | 4.3 | 1.3 | 10,700 |
| KTXC | C | 3.3 | 3.0 | 1.6 | 2.7 | 1.3 | 17,800 |

## BIRMINGHAM

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WZZK | C | 3.8 | 5.5 | 7.7 | 13.6 | 17.7 | 184,600 |
| WKXX | R | 13.8 | 11.0 | 11.1 | 12.3 | 10.5 | 168,500 |
| WENN-FM | B | 9.7 | 12.4 | 11.1 | 9.1 | 7.0 | 95,100 |
| WQEZ | BM | 6.4 | 3.5 | 6.1 | 3.8 | 6.7 | 86,500 |
| WSGN | AC | 6.6 | 8.3 | 8.3 | 6.4 | 6.0 | 128,200 |
| WAPI-FM | A | 4.3 | 6.3 | 6.1 | 4.7 | 5.5 | 104,200 |
| WVOK | C | 3.3 | 5.3 | 5.6 | 5.5 | 4.9 | 75,300 |
| WILD | B | 3.9 | 4.5 | 2.4 | 3.2 | 4.9 | 74,300 |
| WATV | B | 5.0 | 5.0 | 5.7 | 4.8 | 4.6 | 50,000 |
| WAPI | AC | 2.9 | 2.4 | 3.4 | 4.1 | 4.5 | 85,400 |
| WERC | AC | 7.9 | 4.8 | 5.1 | 4.5 | 4.3 | 134,600 |
| WDJC | REL | 3.4 | 5.0 | 4.5 | 2.3 | 3.7 | 54,700 |
| WENN | B | 3.5 | 4.8 | 2.4 | 3.8 | 3.3 | 55,500 |
| WRKK | A | 5.7 | 4.4 | 6.6 | 4.8 | 2.8 | 65,800 |
| WYDE | C | 4.2 | 3.9 | 2.9 | 4.6 | 2.3 | 56,900 |

## BLOOMINGTON

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WJBC | AC | ** | 37.0 | 37.3 | 39.0 | 40.7 | 58,600 |
| WBNQ | R | ** | 16.0 | 18.9 | 18.2 | 15.9 | 40,700 |
| WMLA | C | ** | 8.3 | 7.1 | 8.4 | 9.0 | 17,500 |
| WLS | R | ** | 7.2 | 5.3 | 5.8 | 6.2 | 21,400 |
| WMAQ | C | ** | 7.2 | 4.1 | 5.2 | 5.5 | 16,800 |
| WWCT | A | ** | 7.2 | 6.5 | 5.2 | 5.5 | 12,500 |
| WIHN | BM | ** | 3.9 | 6.5 | 4.5 | 4.8 | 8,900 |
| WGN | N/T | ** | 1.7 | 1.2 | 3.2 | 4.8 | 9,300 |
| WKZW | R | ** | 1.7 | 1.8 | 1.3 | 2.8 | 7,500 |
| WRBA | AC | ** | 0.6 | 0.6 | ** | 0.7 | 3,500 |
| WSOY-FM | R | ** | ** | ** | ** | 0.7 | 2,400 |
| WSWT | BM | ** | 1.7 | 1.2 | 1.9 | 0.7 | 5,100 |

## BRIDGEPORT

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WEZN | BM | ** | 16.2 | 14.8 | 16.0 | 15.9 | 100,500 |
| WICC | R | ** | 15.1 | 14.8 | 15.7 | 13.9 | 135,100 |
| WNAB | AC | ** | 8.3 | 7.2 | 7.4 | 7.5 | 60,200 |
| WNBC | AC | ** | 9.2 | 7.3 | 7.4 | 7.2 | 81,500 |
| WDJZ | R | ** | 7.1 | 4.2 | 4.6 | 4.9 | 21,800 |
| WKCI | R | ** | 3.6 | 7.3 | 5.5 | 4.9 | 55,900 |
| WCBS | N | ** | 5.3 | 5.7 | 3.4 | 4.3 | 52,000 |
| WPLR | R | ** | 6.2 | 7.0 | 5.4 | 4.1 | 46,300 |
| WRKI | A | ** | 2.8 | 1.8 | 3.7 | 3.2 | 33,800 |
| WADS | AC | ** | 1.8 | 1.3 | 2.3 | 2.5 | 13,000 |
| WBLS | B | ** | 1.9 | 2.2 | 1.8 | 2.5 | 20,600 |
| WOR | T | ** | 2.4 | 1.7 | 2.2 | 1.9 | 14,500 |
| WPLJ | A | ** | 0.5 | 1.0 | 0.6 | 1.8 | 21,300 |
| WRKS | D | ** | ** | ** | ** | 1.8 | 18,000 |
| WHN | C | ** | 2.1 | 1.0 | 2.3 | 1.4 | 24,300 |

## BURLINGTON, VT

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WQCR | R | ** | ** | ** | 23.7 | 25.5 | 43,000 |
| WVMT | AC | ** | ** | ** | 11.8 | 11.5 | 34,900 |
| WGFB | R | ** | ** | ** | 5.3 | 9.7 | 29,800 |
| WEZF | BM | ** | ** | ** | 10.5 | 9.1 | 14,900 |
| WDOT | R | ** | ** | ** | 2.0 | 6.7 | 21,400 |
| CHOM | A | ** | ** | ** | 5.9 | 6.7 | 16,000 |
| WJOY | AC | ** | ** | ** | 7.9 | 6.1 | 21,200 |
| WKDR | C | ** | ** | ** | 17.2 | 4.2 | 10,700 |
| WLFE | C | ** | ** | ** | 3.9 | 4.2 | 6,700 |

## CANTON

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WHBC | AC | ** | 19.6 | 20.9 | 16.9 | 16.4 | 135,000 |
| WHBC-FM | BM | ** | 12.7 | 10.1 | 14.6 | 11.6 | 76,200 |
| WDJQ | R | ** | 4.4 | 5.6 | 8.4 | 9.4 | 61,300 |
| WMMS | A | ** | 9.2 | 9.5 | 6.1 | 7.5 | 54,900 |
| WOOS | AC | ** | 9.0 | 9.0 | 7.3 | 5.4 | 52,600 |
| WGAR | AC | ** | 5.1 | 6.5 | 4.6 | 5.0 | 66,500 |
| WSLR | C | ** | 5.0 | 2.9 | 5.6 | 3.9 | 33,500 |
| WQXK | C | ** | 2.6 | 4.7 | 1.9 | 3.9 | 23,400 |
| WDBN | BM | ** | 1.8 | 1.1 | 1.5 | 3.5 | 27,300 |
| WNYN | C | ** | 2.2 | 4.0 | 1.5 | 2.3 | 19,600 |
| WTOF | REL | ** | 0.4 | 0.5 | 1.5 | 2.3 | 15,900 |
| WGCL | R | ** | 0.9 | 2.0 | 1.3 | 2.3 | 22,000 |
| WQIO | R | ** | 2.9 | 2.3 | 2.9 | 2.1 | 17,000 |
| WWWM | A | ** | 1.7 | 0.7 | 2.1 | 2.1 | 26,700 |
| WZAK | B | ** | ** | ** | 0.8 | 1.5 | 11,700 |

## CHARLESTON, SC

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WSSX | A | ** | 8.2 | 11.1 | 15.5 | 12.7 | 88,700 |
| WEZL | C | ** | 10.0 | 10.7 | 10.5 | 11.5 | 69,400 |
| WXTC | BM | ** | 13.1 | 15.4 | 9.1 | 11.5 | 66,900 |
| WCSC | AC | ** | 10.0 | 8.9 | 11.0 | 10.8 | 90,600 |
| WWWZ | B | ** | 2.9 | 1.1 | 9.9 | 9.0 | 56,800 |
| WQIZ | REL | ** | 3.5 | 5.7 | 8.7 | 8.1 | 24,200 |
| WPAL | B | ** | 10.2 | 9.8 | 9.1 | 7.1 | 52,500 |
| WKTM | R | ** | 8.2 | 6.5 | 5.0 | 5.4 | 56,300 |
| WDWQ | R | ** | 9.0 | 7.6 | 5.2 | 5.2 | 47,600 |
| WTMA | AC | ** | 8.8 | 5.9 | 4.7 | 4.4 | 58,500 |
| WGCA | AC | ** | 4.5 | 2.2 | 2.3 | 2.7 | 25,800 |
| WKXZ | C | ** | 1.4 | 4.8 | 1.6 | 1.9 | 13,700 |
| WOKE | AC | ** | 2.1 | 1.7 | 1.2 | 1.3 | 28,400 |
| WBER | C | ** | 0.6 | 1.1 | ** | 1.2 | 11,200 |

## CHARLOTTE-GASTONIA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WSOC-FM | C | 12.6 | 10.9 | 12.6 | 15.3 | 17.3 | 136,900 |
| WBT | AC | 17.2 | 15.6 | 15.9 | 14.8 | 11.1 | 148,300 |
| WBCY | R | 7.2 | 6.9 | 8.7 | 9.2 | 9.0 | 101,100 |
| WEZC | BM | 6.8 | 8.8 | 9.9 | 8.8 | 8.9 | 80,900 |
| WROQ | A | 11.1 | 9.2 | 10.5 | 8.9 | 8.5 | 93,200 |
| WPEG | B | 4.9 | 6.3 | 7.3 | 7.4 | 8.3 | 82,300 |
| WGIV | B | 5.4 | 6.4 | 4.4 | 4.7 | 6.6 | 62,700 |
| WAYS | AC | 10.4 | 9.7 | 8.5 | 8.7 | 5.9 | 94,800 |
| WZXI | AC | 2.6 | 2.9 | 3.0 | 3.3 | 3.4 | 50,200 |
| WSOC | BB | 4.7 | 6.1 | 3.8 | 4.5 | 2.7 | 39,700 |
| WIXE | C | 1.3 | 1.9 | 2.0 | 0.8 | 1.9 | 11,300 |
| WLVV | BM | ** | ** | ** | ** | 1.9 | 28,200 |
| WGNC | BM | 0.7 | 1.3 | 1.2 | 1.9 | 1.6 | 17,600 |
| WQCC | REL | 0.4 | ** | ** | ** | 1.5 | 13,200 |
| WAME | REL | 1.7 | 2.3 | 2.2 | 0.8 | 1.2 | 19,000 |

## CHATTANOOGA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WSKZ | R | 17.8 | 15.1 | 14.8 | 13.5 | 15.5 | 107,900 |
| WDEF-FM | BM | 14.9 | 12.5 | 11.4 | 11.2 | 10.3 | 69,000 |
| WDOD-FM | AC | 4.0 | 2.6 | 0.6 | 7.0 | 9.2 | 72,600 |
| WDEF | AC | 14.3 | 14.6 | 16.8 | 13.5 | 8.5 | 79,900 |
| WDOD | C | 8.2 | 13.5 | 9.2 | 8.9 | 6.2 | 67,600 |
| WGOW | AC | 6.7 | 5.6 | 4.2 | 6.4 | 3.8 | 55,400 |
| WKXC | R | 2.2 | 0.9 | 1.7 | 1.4 | 2.7 | 26,500 |
| WNOO | B | 8.0 | 11.2 | 2.8 | 2.9 | 2.7 | 20,200 |
| WDXB | C | 3.8 | 3.7 | 1.5 | 0.4 | 2.2 | 19,500 |
| WMOC | REL | 1.6 | 2.4 | 2.4 | 1.9 | 1.7 | 11,600 |
| WEPG | C | 0.4 | 1.1 | 0.7 | 1.2 | 1.5 | 8,100 |
| WLFA | AC | 2.4 | ** | 0.7 | 1.2 | 1.5 | 9,000 |
| WJSQ | AC | ** | ** | ** | 2.5 | 0.8 | 14,600 |
| WEDG | C | ** | ** | ** | ** | 0.7 | 4,500 |
| WOWE | REL | 0.4 | ** | 0.6 | ** | 0.5 | 5,100 |

## CINCINNATI

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WEBN | A | 9.1 | 9.7 | 8.6 | 9.6 | 11.8 | 238,700 |
| WWEZ | BM | 7.6 | 6.3 | 9.7 | 9.8 | 8.9 | 190,800 |
| WKRQ | R | 11.8 | 10.7 | 10.5 | 9.6 | 8.3 | 222,800 |
| WLW | AC | 9.9 | 14.5 | 8.5 | 11.0 | 8.1 | 275,000 |
| WKRC | AC | 9.6 | 8.0 | 10.4 | 9.2 | 7.8 | 222,700 |
| WCKY | N/T | 11.1 | 8.0 | 6.4 | 7.9 | 6.4 | 159,200 |
| WRRM | AC | 5.0 | 3.1 | 3.4 | 7.1 | 6.3 | 151,800 |
| WMLX | BB | 1.6 | 1.7 | 1.7 | 0.7 | 6.1 | 117,100 |
| WUBE | C | 5.4 | 5.8 | 5.7 | 4.2 | 5.9 | 135,600 |
| WYYS | AC | 1.8 | 1.6 | 4.1 | 2.5 | 5.5 | 155,300 |
| WCIN | AC | 3.2 | 4.3 | 4.6 | 5.8 | 2.6 | 76,100 |
| WSAI | C | 3.0 | 3.9 | 2.6 | 2.9 | 2.6 | 92,200 |
| WBLZ | B | 2.2 | 1.2 | ** | 2.2 | 2.4 | 65,400 |
| WSAI-FM | C | 4.4 | 5.5 | 3.4 | 2.0 | 1.9 | 78,700 |

## COLORADO SPRINGS

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KILO | A | 12.5 | 9.6 | 11.0 | 11.2 | 14.0 | 58,000 |
| KSPZ | AC | 8.8 | 11.1 | 16.4 | 13.6 | 12.4 | 75,700 |
| KKFM | A | 4.5 | 1.8 | 2.8 | 3.4 | 9.3 | 53,700 |
| KSSS | C | 9.8 | 8.0 | 7.6 | 9.4 | 9.0 | 38,900 |
| KRDO-FM | BM | 10.6 | 11.1 | 9.9 | 8.9 | 8.3 | 40,200 |
| KVOR | AC | 9.3 | 7.5 | 7.3 | 7.6 | 7.1 | 49,600 |
| KKCS-FM | C | 0.8 | 4.7 | 3.4 | 4.0 | 6.2 | 33,700 |
| KOA | N/T | 4.0 | 4.9 | 6.2 | 4.9 | 4.8 | 30,700 |
| KYSR | R | 7.7 | 8.8 | 9.0 | 7.8 | 4.3 | 41,900 |
| KYNR | BM | 6.4 | 4.7 | 4.5 | 5.4 | 3.8 | 26,100 |
| KIIQ | R | 5.3 | 3.9 | 2.5 | 2.0 | 3.1 | 25,500 |
| KRDO | AC | 3.2 | 4.1 | 4.5 | 4.5 | 2.9 | 36,600 |
| KLZ | C | 1.6 | 4.1 | 5.1 | 1.8 | 1.9 | 13,200 |
| KRTS | R | 2.1 | 0.5 | 1.1 | 0.4 | 1.7 | 13,600 |

## COLUMBUS, OH

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WTVN | AC | 14.1 | 10.0 | 12.3 | 7.3 | 13.0 | 287,900 |
| WLVQ | A | 12.7 | 12.5 | 14.0 | 15.9 | 12.6 | 189,500 |
| WXGT | R | 7.3 | 8.2 | 9.1 | 10.8 | 10.9 | 242,500 |
| WNCI | R | 10.1 | 11.6 | 11.1 | 10.0 | 8.6 | 223,600 |
| WCOL | BB | 4.7 | 6.8 | 5.2 | 7.9 | 7.2 | 138,700 |
| WBNS-FM | BM | 12.2 | 10.7 | 9.1 | 7.8 | 6.7 | 150,100 |
| WBNS | AC | 8.0 | 6.4 | 5.5 | 6.3 | 6.3 | 187,200 |
| WMNI | C | 6.1 | 7.0 | 6.1 | 6.7 | 6.2 | 128,100 |
| WVKO-FM | B | 2.7 | 2.9 | 2.2 | 3.4 | 4.7 | 79,100 |
| WHOK | C | 3.7 | 2.9 | 3.7 | 4.6 | 3.7 | 57,000 |
| WVKO | B | 2.5 | 3.2 | 3.7 | 2.2 | 3.1 | 63,900 |
| WRMZ | BM | 1.8 | 2.6 | 2.9 | 3.4 | 2.6 | 51,100 |
| WLOH | C | 1.2 | 0.4 | 1.5 | 1.1 | 1.4 | 25,700 |
| WLW | AC | 0.6 | 1.4 | 0.8 | 1.1 | 1.0 | 54,300 |

## CORPUS CHRISTI

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KZFM | R | ** | 11.4 | ** | 12.8 | 17.7 | 74,800 |
| KCCT | SP | ** | 7.2 | ** | 5.5 | 11.1 | 40,000 |
| KEYS | AC | ** | 16.8 | ** | 8.3 | 10.1 | 70,300 |
| KOUL | C | ** | 8.8 | ** | 13.5 | 9.1 | 47,200 |
| KUNO | SP | ** | 12.5 | ** | 10.9 | 9.1 | 38,100 |
| KNCN | A | ** | 7.4 | ** | 6.5 | 8.9 | 39,100 |
| KIOU | BM | ** | 8.2 | ** | 11.7 | 7.3 | 29,500 |
| KRYS | AC | ** | 7.7 | ** | 5.5 | 5.6 | 52,800 |
| KEXX | AC | ** | 2.9 | ** | 2.3 | 3.5 | 20,700 |
| KIKN | C | ** | 4.3 | ** | 4.4 | 2.5 | 21,100 |
| KFLZ | SP | ** | ** | ** | ** | 2.3 | 10,500 |
| KROB-FM | C | ** | 1.3 | ** | 1.0 | 1.8 | 14,700 |
| KITE | BM | ** | 0.5 | ** | 3.6 | 1.5 | 11,800 |
| KROB | C | ** | 1.1 | ** | 1.6 | 1.5 | 7,400 |
| KTSA | AC | ** | 1.1 | ** | 2.1 | 1.5 | 18,900 |

## DALLAS TRADING AREA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KKDA-FM | B | 8.3 | 7.2 | 7.2 | 9.4 | 8.6 | 290,600 |
| KVIL-FM | AC | 9.7 | 10.4 | 8.0 | 8.3 | 8.3 | 309,900 |
| KRLD | N | 8.6 | 7.7 | 9.7 | 6.7 | 7.5 | 351,500 |
| KZEW | A | 3.2 | 4.6 | 4.1 | 4.5 | 6.9 | 227,200 |
| KSCS | C | 7.1 | 7.3 | 7.8 | 7.1 | 5.4 | 247,000 |
| KMEZ | BM | 4.7 | 5.9 | 7.4 | 5.8 | 5.1 | 181,100 |
| KTXQ | A | 4.9 | 4.5 | 4.2 | 4.9 | 4.9 | 231,300 |
| KNOK-FM | B | 2.8 | 3.2 | 4.0 | 4.5 | 4.6 | 144,500 |
| WFAA | N/T | 4.7 | 3.6 | 3.6 | 2.5 | 4.3 | 204,200 |
| KMGC | AC | 3.6 | 4.2 | 3.4 | 3.3 | 4.1 | 165,100 |
| KOAX | BM | 5.5 | 6.3 | 3.3 | 4.7 | 4.1 | 167,100 |
| KEGL | R | 3.3 | 3.6 | 3.0 | 4.4 | 4.1 | 194,000 |
| WBAP | C | 4.9 | 6.5 | 3.9 | 4.8 | 3.8 | 192,600 |
| KBOX | C | 5.9 | 4.7 | 4.2 | 4.1 | 3.6 | 116,200 |
| KPLX | C | 1.3 | 2.2 | 5.0 | 3.1 | 3.2 | 144,600 |

## DANBURY, CT

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WLAD | AC | ** | ** | 19.6 | 7.5 | 13.1 | 24,900 |
| WNBC | AC | ** | ** | 10.1 | 9.0 | 10.9 | 27,600 |
| WDAQ | BM | ** | ** | 8.1 | 11.9 | 8.8 | 15,900 |
| WEZN | AC | ** | ** | 9.5 | 9.0 | 8.8 | 18,800 |
| WINE | AC | ** | ** | 4.7 | 4.5 | 8.0 | 16,800 |
| WRKI | R | ** | ** | 14.9 | 11.2 | 8.0 | 16,900 |
| WKCI | R | ** | ** | 2.0 | 3.7 | 5.8 | 13,200 |
| WCBS | N | ** | ** | 6.8 | 6.0 | 5.1 | 17,800 |
| WHN | C | ** | ** | 2.0 | 3.0 | 4.4 | 11,800 |
| WOR | T | ** | ** | 2.0 | 6.7 | 3.6 | 6,900 |
| WTIC | AC | ** | ** | 1.4 | ** | 2.9 | 5,600 |
| WWYZ | AC | ** | ** | ** | 1.5 | 2.9 | 5,500 |
| WQXR-FM | CL | ** | ** | ** | ** | 2.2 | 2,100 |
| WABC | AC | ** | ** | 2.0 | 2.2 | 1.5 | 11,800 |

## DAYTON

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WHIO-FM | BM | 15.4 | 17.0 | 15.1 | 19.6 | 15.2 | 183,700 |
| WHIO | AC | 15.4 | 12.6 | 11.9 | 14.2 | 10.2 | 160,700 |
| WTUE | A | 8.1 | 9.9 | 11.4 | 9.7 | 10.1 | 124,000 |
| WDAO | B | 5.6 | 7.5 | 8.8 | 7.4 | 9.7 | 87,000 |
| WING | AC | 8.9 | 6.7 | 9.6 | 8.7 | 8.3 | 167,600 |
| WONE | C | 6.6 | 9.2 | 9.8 | 5.8 | 8.2 | 109,800 |
| WDJX | R | 6.8 | 6.2 | 7.2 | 6.8 | 7.7 | 116,000 |
| WAVI | N/T | 6.8 | 5.8 | 6.0 | 3.1 | 4.9 | 30,000 |
| WVUD | R | 6.4 | 7.0 | 3.3 | 3.3 | 4.0 | 85,100 |
| WJAI | C | 0.6 | 0.4 | ** | 1.6 | 2.7 | 40,400 |
| WPBF | AC | 0.7 | ** | 0.7 | 1.3 | 2.7 | 39,500 |
| WBLZ | B | ** | ** | ** | 1.0 | 1.7 | 34,800 |
| WLW | AC | 2.3 | 2.2 | 1.3 | 2.3 | 1.7 | 49,900 |
| WBZI | C | 0.6 | 0.9 | 0.7 | 1.0 | 1.3 | 22,000 |
| WPTW-FM | BM | 1.5 | 1.3 | 1.5 | 0.5 | 1.0 | 19,200 |

## DAYTONA BEACH

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WDOQ | R | 8.0 | 11.7 | 15.4 | 17.7 | 14.3 | 65,500 |
| WWLV | BM | 16.8 | 19.0 | 15.7 | 17.1 | 13.3 | 55,000 |
| WELE | C | 8.8 | 12.0 | 10.4 | 9.8 | 12.0 | 57,800 |
| WDBO-FM | BM | 11.8 | 11.7 | 14.7 | 9.8 | 11.5 | 42,900 |
| WDIZ | A | 8.0 | 5.1 | 7.7 | 11.2 | 8.9 | 35,900 |
| WROD | R | 6.1 | 2.9 | 4.0 | 2.5 | 7.4 | 45,500 |
| WNDB | AC | 7.3 | 7.7 | 6.7 | 6.5 | 5.6 | 35,600 |
| WSBB | BB | 8.4 | 7.3 | 5.0 | 4.5 | 4.1 | 21,700 |
| WDAT | AC | 4.2 | 2.2 | 1.0 | 2.2 | 3.1 | 24,300 |
| WMFJ | R | 2.3 | 2.6 | 1.7 | 2.5 | 2.3 | 22,100 |
| WJYO | AC | 2.3 | 1.8 | 0.7 | 0.6 | 2.3 | 11,800 |
| WDBO | AC | 1.5 | 1.5 | ** | 0.8 | 1.8 | 12,900 |
| WZIP | C | 3.8 | 1.8 | 4.3 | 3.1 | 1.5 | 15,000 |
| WHOO-FM | BM | 1.5 | 1.1 | 1.7 | 0.6 | 1.3 | 9,700 |

## DES MOINES

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WHO | N/T | 16.4 | 16.9 | 15.1 | 10.4 | 16.4 | 89,200 |
| KSO | C | 10.5 | 14.6 | 10.3 | 14.9 | 15.0 | 74,400 |
| KRNT | AC | 10.8 | 11.9 | 13.1 | 12.5 | 10.3 | 67,700 |
| KGGO | A | 7.4 | 11.1 | 8.8 | 13.0 | 9.8 | 48,800 |
| KRNQ | R | 9.5 | 9.8 | 11.6 | 10.1 | 9.3 | 57,500 |
| KLYF | BM | 11.0 | 12.4 | 13.3 | 11.3 | 8.3 | 47,800 |
| KIOA | AC | 10.3 | 6.9 | 8.3 | 7.5 | 7.6 | 78,000 |
| KJJY | C | 0.8 | 1.6 | 1.0 | 1.9 | 6.9 | 36,600 |
| KMGK | R | 9.7 | 6.6 | 11.3 | 6.7 | 6.1 | 44,900 |
| KWKY | REL | 1.5 | 1.1 | 1.8 | 1.4 | 1.0 | 16,200 |
| KEZT | AC | 2.8 | 0.8 | ** | 1.9 | 1.0 | 7,900 |
| KCBC | AC | 1.5 | 0.8 | ** | 1.4 | 0.5 | 9,200 |

## EL PASO

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KLAQ | A | 5.2 | 3.1 | 4.0 | 14.1 | 14.5 | 74,800 |
| KSET | AC | 2.9 | 6.7 | 5.5 | 6.0 | 8.6 | 53,600 |
| KINT | R | 11.7 | 7.9 | 7.5 | 5.4 | 8.4 | 77,700 |
| KLOZ | C | 5.4 | 9.4 | 10.4 | 8.9 | 7.1 | 49,300 |
| KAMA | SP | 9.2 | 4.2 | 8.1 | 7.6 | 6.1 | 36,500 |
| KHEY | C | 11.3 | 10.4 | 7.3 | 7.0 | 5.6 | 45,200 |
| KTSM-FM | BM | 1.9 | 2.5 | 2.6 | 3.4 | 5.6 | 38,400 |
| KROD | R | 2.9 | 1.5 | 1.9 | 5.9 | 5.3 | 59,300 |
| KHEY-FM | C | 8.6 | 7.5 | 7.2 | 6.5 | 5.1 | 47,400 |
| KTSM | N/T | 2.3 | 4.0 | 5.1 | 3.9 | 4.6 | 41,400 |
| KROK | SP | 0.6 | 6.7 | 7.5 | 2.3 | 3.8 | 31,400 |
| KSET-FM | R | 5.6 | 8.3 | 6.4 | 5.9 | 3.5 | 38,600 |
| KEZB | BM | 4.0 | 3.1 | 2.3 | 1.7 | 2.6 | 23,000 |
| KFIM | AC | 5.6 | 5.4 | 4.9 | 4.2 | 2.6 | 34,300 |
| KELP | AC | 7.9 | 6.0 | 4.9 | 3.2 | 2.5 | 33,900 |

## EUGENE-SPRINGFIELD

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KSND | A | 8.0 | 9.5 | 10.5 | 13.9 | 12.5 | 59,200 |
| KUGN | AC | 11.6 | 14.6 | 14.2 | 9.8 | 12.3 | 76,400 |
| KPNW-FM | BM | 14.5 | 13.3 | 13.9 | 14.1 | 11.7 | 41,900 |
| KZEL | A | 11.1 | 11.4 | 9.9 | 7.6 | 10.6 | 47,100 |
| KUGN-FM | C | 2.8 | 5.4 | 3.7 | 6.0 | 8.9 | 42,800 |
| KEED | C | 9.1 | 9.5 | 9.3 | 7.9 | 7.8 | 42,500 |
| KPNW | AC | 8.5 | 9.5 | 9.6 | 7.6 | 7.2 | 42,400 |
| KQDQ | BB | 6.8 | 1.9 | ** | 6.3 | 5.8 | 11,800 |
| KBDF | O | 6.5 | 7.0 | 5.1 | 4.1 | 4.2 | 41,300 |
| KORE | AC | 2.0 | 2.9 | 2.3 | 3.3 | 3.9 | 18,700 |
| KASH | AC | 4.3 | 1.9 | 2.8 | 0.8 | 1.1 | 15,500 |
| KNND | A | 0.6 | 0.6 | ** | ** | 1.1 | 7,700 |
| KBMC | REL | 0.9 | ** | 1.7 | 3.8 | 0.8 | 10,800 |

## FLINT

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WWCK | A | ** | 10.3 | 13.8 | 10.5 | 13.2 | 99,600 |
| WDZZ | B | ** | 11.5 | 12.9 | 10.3 | 11.9 | 76,500 |
| WGMZ | BM | ** | 6.9 | 12.4 | 11.1 | 6.5 | 64,000 |
| WTRX | AC | ** | 6.9 | 6.6 | 7.8 | 6.4 | 80,700 |
| WFDF | AC | ** | 8.0 | 5.2 | 6.5 | 5.6 | 68,300 |
| WJR | AC | ** | 8.5 | 6.3 | 8.0 | 5.6 | 68,200 |
| WFLT | BB | ** | 1.6 | 3.3 | 1.9 | 5.4 | 30,100 |
| WKMF | C | ** | 5.8 | 5.9 | 6.8 | 5.1 | 50,000 |
| WFMK | AC | ** | 7.1 | 4.5 | 7.5 | 4.9 | 54,200 |
| WGER | BM | ** | 4.7 | 2.1 | 2.9 | 4.2 | 29,600 |
| WTAC | C | ** | 4.4 | 3.1 | 3.4 | 4.1 | 47,400 |
| WHNN | AC | ** | 3.3 | 1.9 | 1.9 | 2.5 | 39,400 |
| WRIF | A | ** | 1.6 | ** | 0.4 | 1.6 | 20,400 |
| WOAP | AC | ** | 1.7 | 1.2 | 1.2 | 1.4 | 15,600 |
| WJXQ | R | ** | ** | ** | ** | 1.4 | 16,900 |

## FT. LAUDERDALE-HOLLYWOOD

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WLYF | BM | 16.1 | 10.1 | 7.8 | 7.7 | 12.8 | 208,400 |
| WNWS | N/T | 3.2 | 7.0 | 6.5 | 5.8 | 6.9 | 130,400 |
| WKQS | C | 6.8 | 7.2 | 9.7 | 7.2 | 6.6 | 108,900 |
| WINZ | N | 6.5 | 5.3 | 5.1 | 5.4 | 5.9 | 158,400 |
| WAXY | O | 3.5 | 6.9 | 5.4 | 5.2 | 5.7 | 137,500 |
| WHYI | R | 7.6 | 7.7 | 6.2 | 7.3 | 5.4 | 160,100 |
| WLQY | BB | ** | 0.7 | 5.1 | 4.5 | 4.9 | 85,900 |
| WSHE | A | 1.8 | 4.4 | 4.6 | 5.8 | 4.8 | 100,500 |
| WAIA | MM | 6.2 | 5.0 | 5.1 | 4.4 | 4.3 | 105,700 |
| WIOD | AC | 5.0 | 4.3 | 4.7 | 4.9 | 3.9 | 125,500 |
| WRBD | B | 3.0 | 5.7 | 4.0 | 5.7 | 3.8 | 58,500 |
| WWJF | AC | 1.1 | 1.5 | 1.4 | 1.9 | 3.8 | 81,300 |
| WWWL | AC | 3.7 | 2.8 | 3.8 | 3.6 | 3.3 | 65,800 |
| WFTL | AC | 4.5 | 3.1 | 2.7 | 5.2 | 3.0 | 56,700 |
| WQAM | C | 1.0 | 2.4 | 3.2 | 3.7 | 3.0 | 69,700 |

## FT. WAYNE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WOWO | AC | 26.7 | 26.0 | 17.8 | 21.9 | 20.5 | 144,800 |
| WMEE | R | 13.9 | 14.7 | 14.3 | 12.5 | 17.3 | 110,700 |
| WEZV | BM | 17.1 | 16.9 | 12.0 | 11.1 | 13.5 | 62,300 |
| WQHK | C | 7.1 | 7.9 | 11.3 | 14.1 | 13.5 | 83,600 |
| WXKE | A | 6.4 | 9.3 | 11.3 | 9.5 | 8.4 | 43,700 |
| WPTH | R | 8.0 | 9.7 | 9.6 | 9.1 | 8.2 | 78,800 |
| WLYV | C | 2.1 | 3.3 | 4.6 | 2.2 | 2.2 | 31,400 |
| WKSY | BM | ** | ** | 1.5 | 3.8 | 1.8 | 11,100 |
| WFCV | REL | ** | ** | 2.4 | 0.8 | 1.6 | 5,600 |
| WGL | AC | 3.6 | 2.5 | 1.3 | 1.6 | 1.2 | 21,000 |
| WIFF | C | 1.6 | 0.6 | 1.5 | 2.2 | 1.0 | 7,600 |
| WHUZ | R | ** | ** | ** | ** | 1.0 | 7,800 |
| WIFF-FM | C | ** | ** | ** | ** | 0.4 | 6,600 |
| WJR | AC | 1.4 | 0.4 | 0.7 | 0.6 | 0.4 | 9,400 |

## FT. WORTH TRADING AREA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KSCS | C | 10.4 | 9.1 | 10.4 | 12.1 | 14.0 | 245,900 |
| WBAP | C | 12.4 | 15.1 | 11.4 | 9.7 | 12.6 | 224,700 |
| KVIL-FM | AC | 10.3 | 8.6 | 7.7 | 7.2 | 8.0 | 145,500 |
| KEGL | R | 4.7 | 4.2 | 4.6 | 5.7 | 6.9 | 132,900 |
| KZEW | A | 5.1 | 5.6 | 6.0 | 5.7 | 5.7 | 101,500 |
| KMEZ | BM | 5.1 | 4.9 | 6.2 | 6.2 | 4.9 | 85,300 |
| KMGC | AC | 2.9 | 2.7 | 2.7 | 1.9 | 4.6 | 79,700 |
| KRLD | N | 4.7 | 4.9 | 3.9 | 3.6 | 4.4 | 107,900 |
| KTXQ | A | 5.6 | 4.4 | 3.7 | 4.3 | 4.3 | 112,000 |
| KOAX | BM | 4.6 | 6.4 | 4.7 | 4.7 | 3.8 | 65,700 |
| KPLX | C | 2.0 | 3.8 | 7.5 | 8.7 | 3.7 | 83,400 |
| KNOK-FM | B | 6.8 | 5.3 | 5.3 | 4.9 | 3.5 | 55,700 |
| WFAA | N/T | 3.9 | 5.8 | 4.0 | 3.2 | 3.4 | 70,200 |
| KFJZ | BB | 1.9 | 0.9 | 3.1 | 2.3 | 2.8 | 67,700 |
| KKDA-FM | B | 1.5 | 1.1 | 2.3 | 2.6 | 2.3 | 59,400 |

## FRESNO

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KYNO-FM | R | 9.4 | 9.0 | 7.0 | 11.0 | 9.7 | 98,900 |
| KKNU | BM | 10.6 | 9.5 | 9.6 | 11.4 | 9.5 | 70,000 |
| KFYE | AC | 7.5 | 7.4 | 9.3 | 7.4 | 9.3 | 93,900 |
| KMJ | N/T | 8.4 | 8.5 | 8.6 | 8.8 | 8.8 | 86,300 |
| KMAK | C | 8.1 | 6.9 | 5.8 | 5.1 | 5.0 | 47,100 |
| KGST | SP | 4.0 | 3.9 | 3.3 | 4.8 | 4.7 | 34,200 |
| KARM | O | 4.0 | 4.6 | 2.6 | 3.6 | 4.3 | 58,600 |
| KFIG | AC | 2.9 | 3.9 | 7.7 | 5.5 | 4.2 | 56,200 |
| KFRE | AC | 4.9 | 4.8 | 3.6 | 1.2 | 3.9 | 54,000 |
| KXEX | SP | 4.8 | 3.6 | 8.0 | 4.7 | 3.9 | 26,900 |
| KDJ | A | ** | 6.1 | 3.8 | 4.6 | 3.8 | 37,800 |
| KBOS | R | 4.4 | 3.1 | 2.6 | 4.3 | 3.8 | 33,100 |
| KFRY | C | 1.3 | 2.0 | 3.6 | 2.9 | 2.3 | 27,000 |
| KXQR | BM | 2.9 | 2.0 | 2.6 | 1.6 | 2.2 | 19,300 |

## GAINESVILLE, FL

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | | | | | Fall 81 | |
| WYKS | R | ** | ** | ** | ** | 19.3 | 46,500 |
| WDVH | C | ** | ** | ** | ** | 18.7 | 27,600 |
| WRUF-FM | BM | ** | ** | ** | ** | 12.6 | 49,700 |
| WRUF | AC | ** | ** | ** | ** | 10.2 | 52,300 |
| WGGG | AC | ** | ** | ** | ** | 8.6 | 33,900 |
| WKGR | R | ** | ** | ** | ** | 2.7 | 9,700 |
| WKTZ-FM | BM | ** | ** | ** | ** | 2.7 | 8,200 |
| WIVY | R | ** | ** | ** | ** | 2.1 | 8,000 |
| WJAX-FM | B | ** | ** | ** | ** | 2.1 | 4,300 |
| WAPE | C | ** | ** | ** | ** | 1.6 | 8,600 |
| WAIV | AC | ** | ** | ** | ** | 1.1 | 4,400 |
| WFYV | A | ** | ** | ** | ** | 1.1 | 4,000 |
| WNFY | C | ** | ** | ** | ** | 1.1 | 3,000 |

## GRAND RAPIDS

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WLAV | A | 9.1 | 9.1 | 13.3 | 14.1 | 13.3 | 120,500 |
| WOOD-FM | BM | 14.9 | 15.1 | 12.9 | 12.8 | 12.7 | 151,700 |
| WCUZ-FM | C | 3.4 | 4.5 | 5.0 | 7.6 | 10.9 | 100,200 |
| WOOD | AC | 11.4 | 14.0 | 12.2 | 8.3 | 8.2 | 120,900 |
| WGRD | AC | 5.2 | 7.7 | 7.2 | 8.2 | 6.5 | 105,200 |
| WZZR | AC | 4.7 | 6.0 | 8.3 | 4.3 | 6.3 | 79,700 |
| WJFM | AC | 6.1 | 5.8 | 6.4 | 6.3 | 5.2 | 68,600 |
| WXQT | BB | 2.1 | 1.5 | 1.9 | 2.5 | 5.2 | 44,000 |
| WFUR-FM | BM | 4.3 | 2.9 | 3.7 | 4.5 | 4.4 | 51,300 |
| WCUZ | C | 7.3 | 5.9 | 3.7 | 5.3 | 4.3 | 56,900 |
| WZND | C | 1.0 | 0.6 | 0.9 | 1.3 | 1.6 | 20,500 |
| WQWQ | BM | 1.7 | 2.4 | 1.7 | 1.6 | 1.6 | 27,500 |
| WJPW | AC | 0.6 | 0.8 | ** | 0.8 | 1.5 | 4,900 |
| WHTC | AC | 1.7 | 1.4 | 1.3 | 1.8 | 1.4 | 17,700 |
| WTWN | AC | 1.8 | 1.8 | 2.7 | 3.1 | 1.3 | 30,100 |

## GREENSBORO-HIGH POINT

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WTQR | C | ** | 12.6 | 11.2 | 16.6 | 15.8 | 176,700 |
| WKZL | A | ** | 9.3 | 10.4 | 7.4 | 8.9 | 107,600 |
| WGLD | BM | ** | 10.1 | 7.4 | 9.5 | 8.4 | 103,800 |
| WSEZ | R | ** | 7.3 | 3.3 | 9.2 | 8.3 | 114,300 |
| WRQK | R | ** | 6.2 | 8.1 | 6.2 | 7.0 | 102,700 |
| WSJS | AC | ** | 8.0 | 8.0 | 7.4 | 6.8 | 111,100 |
| WQMG | B | ** | 5.7 | 5.7 | 6.6 | 5.5 | 60,600 |
| WBIG | AC | ** | 3.7 | 3.6 | 3.2 | 3.8 | 73,500 |
| WAIR | B | ** | 2.7 | 2.3 | 2.4 | 3.6 | 49,200 |
| WAAA | B | ** | 3.4 | 5.2 | 2.5 | 3.5 | 45,400 |
| WEAL | B | ** | 1.7 | 1.0 | 2.4 | 1.7 | 25,900 |
| WMFR | AC | ** | 2.7 | 1.9 | 2.2 | 1.6 | 35,100 |
| WWMO | REL | ** | ** | ** | 1.1 | 1.6 | 25,400 |
| WSLQ | A | ** | ** | 1.1 | 0.9 | 1.4 | 10,100 |

## GREENVILLE, SC

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WESC-FM | C | ** | 11.4 | 12.3 | 12.4 | 12.7 | 111,000 |
| WFBC-FM | AC | ** | 11.7 | 12.7 | 9.1 | 11.3 | 126,900 |
| WSPA-FM | BM | ** | 10.8 | 9.5 | 9.2 | 9.2 | 89,300 |
| WANS-FM | AC | ** | 9.7 | 6.3 | 12.4 | 8.2 | 87,000 |
| WHYZ | B | ** | 6.6 | 10.5 | 7.2 | 7.9 | 48,400 |
| WSPA | AC | ** | 5.1 | 3.8 | 5.0 | 5.5 | 63,600 |
| WORD | AC | ** | 4.1 | 3.9 | 4.2 | 4.5 | 57,200 |
| WASC | B | ** | 5.6 | ** | 2.9 | 4.2 | 16,000 |
| WSSL | C | ** | 5.5 | 5.3 | 3.7 | 4.1 | 39,500 |
| WAIM-FM | AC | ** | 0.6 | 2.2 | 1.6 | 3.8 | 54,500 |
| WQOK | R | ** | 5.5 | 5.6 | 4.6 | 3.7 | 53,900 |
| WFBC | AC | ** | 4.8 | 5.0 | 4.2 | 3.5 | 64,100 |
| WESC | C | ** | 6.2 | 2.2 | 5.8 | 3.1 | 42,800 |
| WMRB | BB | ** | 0.6 | 0.8 | 1.5 | 2.0 | 17,200 |
| WLOS | AC | ** | 2.4 | ** | 1.2 | 1.7 | 19,800 |

## HARRISBURG

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WHP | AC | ** | 16.4 | 17.6 | 15.7 | 16.4 | 117,800 |
| WHP-FM | BM | ** | 14.5 | 12.1 | 13.2 | 11.6 | 82,500 |
| WTPA | A | ** | 2.9 | 7.3 | 10.7 | 10.4 | 68,000 |
| WRKZ | C | ** | 4.8 | 8.5 | 8.4 | 9.4 | 63,500 |
| WKBO | AC | ** | 5.0 | 5.9 | 7.6 | 6.3 | 71,000 |
| WHYL | C | ** | 7.0 | 5.8 | 3.4 | 5.4 | 27,400 |
| WQXA | R | ** | 6.6 | 5.0 | 4.7 | 5.1 | 57,600 |
| WSFM | AC | ** | 4.6 | 5.9 | 5.6 | 4.7 | 55,300 |
| WCMB | C | ** | 2.8 | 3.2 | 5.4 | 4.4 | 48,600 |
| WQVE | R | ** | 2.1 | 3.5 | 2.6 | 3.4 | 29,800 |
| WRHY | BB | ** | 5.3 | 0.8 | 1.6 | 2.7 | 17,500 |
| WHYL-FM | C | ** | 1.5 | 0.8 | 0.6 | 2.6 | 27,100 |
| WIOO | AC | ** | 2.2 | 1.5 | 1.6 | 2.3 | 18,400 |
| WFEC | AC | ** | 3.1 | 2.3 | 1.9 | 1.9 | 21,300 |
| WNCE | BM | ** | 2.6 | 2.0 | 1.8 | 1.6 | 18,100 |

## HONOLULU

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| KSSK | AC | 16.3 | 18.7 | 15.7 | 10.0 | 12.0 | 208,200 |
| KDUK | A | 2.2 | 3.3 | 6.4 | 11.5 | 11.2 | 138,900 |
| KIKI | R | 12.2 | 9.8 | 14.2 | 12.2 | 9.1 | 156,700 |
| KKUA | AC | 7.4 | 6.3 | 10.7 | 10.7 | 8.6 | 169,000 |
| KULA | R | 2.5 | 2.1 | 3.7 | 4.1 | 6.6 | 102,300 |
| KCCN | AC | 4.3 | 5.2 | 5.6 | 3.0 | 6.3 | 85,200 |
| KDEO | C | 0.4 | 0.7 | 0.6 | 4.4 | 6.3 | 67,100 |
| KUMU-FM | BM | 7.5 | 8.1 | 6.9 | 4.2 | 5.7 | 80,200 |
| KHVH | N | 6.8 | 5.3 | 4.4 | 8.1 | 4.8 | 109,300 |
| KPOI | AC | 5.0 | 4.8 | 5.3 | 4.9 | 4.4 | 68,000 |
| KIOE | R | 5.1 | 3.9 | 3.6 | 3.7 | 3.5 | 38,800 |
| KORL | BB | 5.7 | 7.4 | 4.8 | 3.3 | 3.5 | 52,500 |
| KQMQ | A | 3.1 | 3.1 | 2.2 | 1.8 | 3.4 | 67,600 |
| KGU | AC | 4.7 | 2.7 | 3.6 | 4.0 | 3.0 | 79,200 |
| KUMU | BM | 4.6 | 3.1 | 2.3 | 2.2 | 1.9 | 39,100 |

## HUNTINGTON-ASHLAND

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WKEE | AC | 17.2 | 19.9 | 18.9 | 24.3 | 24.2 | 100,600 |
| WGNT | AC | 16.9 | 11.0 | 11.8 | 11.5 | 12.6 | 70,800 |
| WHEZ | BM | 11.7 | 11.6 | 12.3 | 9.3 | 11.5 | 46,400 |
| WTCR | C | 15.3 | 15.3 | 10.7 | 9.8 | 11.2 | 58,500 |
| WHTN | C | 7.1 | 8.1 | 6.3 | 9.6 | 9.3 | 37,600 |
| WAMX | R | 8.6 | 9.0 | 16.7 | 8.1 | 8.1 | 60,000 |
| WEMM | REL | 4.3 | 3.8 | 3.8 | 5.9 | 7.3 | 38,200 |
| WKLC | A | ** | 1.2 | 1.6 | 2.2 | 3.9 | 13,900 |
| WCMI | C | 1.8 | 3.2 | 1.4 | 2.5 | 1.7 | 16,500 |
| WIRO | AC | 2.1 | 4.3 | 1.9 | 2.5 | 1.7 | 21,500 |
| WPAY-FM | C | ** | 1.7 | 0.5 | 1.2 | 1.4 | 18,200 |
| WNST-FM | C | ** | ** | 1.9 | 2.2 | 1.1 | 19,500 |
| WCAK | C | ** | 1.2 | 0.5 | 1.5 | 0.6 | 12,900 |
| WITO | C | 2.5 | ** | 1.4 | 1.2 | 0.6 | 10,500 |
| WNST | C | 2.5 | 0.6 | ** | 1.0 | 0.6 | 5,400 |

## INDIANAPOLIS

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid Fall 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WIBC | AC | 15.9 | 15.7 | 15.6 | 15.6 | 13.5 | 283,900 |
| WFBQ | A | 9.9 | 6.7 | 7.4 | 10.3 | 11.2 | 188,600 |
| WXTZ | BM | 13.5 | 12.5 | 10.3 | 12.8 | 11.1 | 193,600 |
| WIRE | C | 9.5 | 8.8 | 9.3 | 8.1 | 9.8 | 211,800 |
| WTLC | B | 9.8 | 9.2 | 9.3 | 9.6 | 9.3 | 133,000 |
| WFMS | C | 8.4 | 7.4 | 9.0 | 8.6 | 8.8 | 144,200 |
| WNAP | R | 8.1 | 7.1 | 9.9 | 10.0 | 7.6 | 188,100 |
| WENS | AC | 0.5 | ** | 0.4 | 0.5 | 7.0 | 158,500 |
| WIKS | R | 4.6 | 9.0 | 8.1 | 6.2 | 4.6 | 146,400 |
| WATI | BM | 2.5 | 2.9 | 3.7 | 2.6 | 2.9 | 45,800 |
| WIFE | N/T | 3.4 | 2.9 | 1.8 | 1.2 | 2.7 | 78,300 |
| WNDE | AC | 5.4 | 5.3 | 5.0 | 3.3 | 2.2 | 87,300 |
| WGTC | C | 0.5 | 0.8 | 1.8 | 1.8 | 1.3 | 30,200 |
| WBRI | REL | 0.8 | 1.2 | 1.0 | 0.8 | 0.9 | 22,700 |
| WCBK-FM | AC | 0.3 | 1.2 | 0.6 | 0.3 | 0.6 | 10,900 |

## JACKSONVILLE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WQIK | C | 9.8 | 11.0 | 12.8 | 12.2 | 13.3 | 139,000 |
| WIVY | R | 11.0 | 12.2 | 14.7 | 14.3 | 12.5 | 154,500 |
| WFYV | A | ** | 5.9 | 7.0 | 11.7 | 10.5 | 86,200 |
| WAIV | AC | 4.6 | 4.6 | 3.5 | 2.3 | 10.2 | 129,000 |
| WKTZ-FM | BM | 12.2 | 11.8 | 13.1 | 12.6 | 9.4 | 105,400 |
| WJAX-FM | B | 7.2 | 3.1 | 2.1 | 4.6 | 5.5 | 75,600 |
| WPDQ | B | 11.1 | 8.6 | 5.7 | 4.5 | 4.8 | 77,100 |
| WAPE | C | 8.0 | 6.3 | 8.8 | 7.3 | 4.7 | 83,200 |
| WVOJ | C | 7.8 | 6.6 | 6.9 | 4.0 | 3.8 | 60,500 |
| WCGL | REL | 1.8 | 2.6 | 1.2 | 1.9 | 3.5 | 23,200 |
| WOKV | AC | 1.2 | 0.5 | 1.5 | 1.4 | 2.5 | 46,900 |
| WCRJ-FM | BM | 3.4 | 3.1 | 3.2 | 2.4 | 2.0 | 26,100 |
| WERD | B | 2.0 | 2.3 | 2.5 | 1.7 | 1.8 | 36,900 |
| WEXI | T | 2.0 | 1.9 | 1.2 | 0.7 | 1.8 | 16,700 |
| WJAX | AC | 2.5 | 1.7 | 1.5 | 1.7 | 1.8 | 31,600 |

## JOHNSON CITY

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WJCW | C | ** | 11.9 | 9.0 | 10.1 | 14.2 | 88,800 |
| WXBQ | C | ** | 12.0 | 14.0 | 12.9 | 14.2 | 98,200 |
| WQUT | R | ** | 10.1 | 10.4 | 8.4 | 10.6 | 93,100 |
| WKPT-FM | BM | ** | 7.6 | 7.6 | 9.1 | 6.8 | 55,200 |
| WFHG | AC | ** | 7.5 | 5.3 | 7.5 | 5.2 | 57,400 |
| WETB | R | ** | 6.7 | 7.1 | 5.4 | 5.0 | 48,200 |
| WJSO | AC | ** | 2.7 | 7.2 | 4.5 | 4.2 | 45,700 |
| WGOC | REL | ** | 3.1 | 2.7 | 4.0 | 2.9 | 21,300 |
| WIDD-FM | REL | ** | 1.0 | 2.1 | 1.0 | 2.9 | 19,400 |
| WZAP | C | ** | 4.4 | 2.3 | 2.6 | 2.9 | 17,000 |
| WKIW | R | ** | 6.7 | 5.5 | 5.8 | 2.4 | 28,100 |
| WKPT | AC | ** | 2.5 | 2.1 | 3.8 | 2.1 | 31,000 |
| WMCH | REL | ** | 2.5 | 2.1 | 1.0 | 2.1 | 14,400 |
| WRGS | AC | ** | 1.5 | 1.1 | 1.6 | 2.1 | 12,300 |

## KALAMAZOO-PORTAGE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WKZO | AC | 13.5 | 16.3 | 15.9 | 11.6 | 13.2 | 69,500 |
| WKFR | R | 9.9 | 11.1 | 12.1 | 12.9 | 12.6 | 59,500 |
| WQLR | BM | 7.9 | 6.4 | 9.2 | 10.1 | 9.0 | 45,700 |
| WKMI | AC | 9.6 | 12.8 | 6.1 | 7.5 | 8.4 | 61,000 |
| WLAV | A | 5.3 | 7.0 | 4.3 | 4.4 | 7.8 | 34,600 |
| WJFM | AC | 3.3 | 4.4 | 4.6 | 5.4 | 6.2 | 34,000 |
| WOOD-FM | BM | 9.6 | 5.8 | 6.9 | 7.5 | 5.9 | 39,000 |
| WNWN | C | 2.3 | 3.2 | 4.9 | 7.0 | 5.0 | 26,400 |
| WMAQ | C | 3.3 | 3.5 | 4.6 | 2.8 | 4.2 | 27,200 |
| WGRD | AC | 7.9 | 8.7 | 6.6 | 8.0 | 3.9 | 37,200 |
| WKPR | BM | 3.6 | 2.0 | 2.0 | 3.4 | 2.8 | 9,800 |
| WJXQ | R | ** | ** | ** | ** | 2.2 | 12,100 |
| WBUK | O | 5.0 | 2.9 | 1.2 | 3.6 | 2.0 | 7,800 |
| WLS | R | 2.0 | 1.2 | 1.7 | 1.0 | 1.7 | 10,500 |
| WGN | T | 1.3 | 0.6 | ** | 0.5 | 1.4 | 6,900 |

## KANSAS CITY

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WDAF | C | 11.9 | 12.0 | 11.4 | 13.8 | 13.6 | 286,800 |
| WHB | R | 6.0 | 8.6 | 9.1 | 9.5 | 9.1 | 265,800 |
| KMBR | BM | 9.3 | 8.1 | 6.9 | 9.0 | 7.9 | 173,100 |
| KYYS | A | 12.7 | 10.2 | 10.3 | 9.0 | 7.9 | 193,400 |
| KUDL | AC | 3.5 | 5.2 | 8.1 | 6.0 | 7.6 | 217,300 |
| KBEQ | R | 6.5 | 4.6 | 6.8 | 5.9 | 7.4 | 186,300 |
| KPRS | B | 5.8 | 6.8 | 6.2 | 7.5 | 7.4 | 125,500 |
| KCMO | N/T | 6.2 | 4.1 | 6.0 | 5.7 | 5.6 | 192,000 |
| KMBZ | AC | 8.9 | 10.8 | 8.8 | 8.7 | 5.6 | 194,300 |
| KCKN-FM | C | 3.6 | 4.0 | 2.7 | 3.7 | 5.5 | 129,900 |
| KCEZ | BM | 7.8 | 6.0 | 7.8 | 7.6 | 4.9 | 118,400 |
| KJLA | BB | 3.6 | 3.8 | 2.1 | 1.1 | 3.7 | 79,400 |
| KXTR | CL | 1.3 | 0.9 | 1.7 | 1.1 | 2.0 | 59,700 |
| KLDY | N | ** | ** | 0.4 | ** | 1.7 | 24,700 |

## KNOXVILLE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WIVK-FM | C | 20.9 | 19.7 | 20.4 | 26.0 | 19.0 | 140,400 |
| WEZK | BM | 16.4 | 19.9 | 16.7 | 16.4 | 15.5 | 95,000 |
| WMYU | AC | ** | ** | ** | 1.9 | 11.7 | 104,300 |
| WIMZ | A | 6.3 | 6.1 | 7.0 | 8.1 | 10.3 | 83,500 |
| WIVK | C | 8.5 | 9.9 | 8.8 | 6.8 | 9.1 | 72,300 |
| WOKI | R | 7.7 | 8.3 | 11.5 | 7.8 | 8.5 | 94,000 |
| WNOX | R | 11.9 | 7.1 | 8.4 | 6.4 | 5.3 | 92,000 |
| WRJZ | C | 9.9 | 10.5 | 8.2 | 7.6 | 4.5 | 69,000 |
| WHEL | BB | 1.4 | 1.9 | 1.4 | 2.9 | 2.8 | 32,300 |
| WGAP | C | 2.7 | 2.9 | 1.7 | 3.3 | 2.4 | 26,700 |
| WYSH-FM | R | 0.5 | 1.2 | 1.4 | 1.3 | 1.8 | 18,200 |
| WBMK | B | 1.6 | 1.4 | ** | 1.0 | 1.2 | 7,900 |
| WKXV | REL | 1.4 | 0.9 | 1.7 | 0.6 | 0.7 | 9,200 |
| WYSH | R | 1.6 | 0.3 | 1.2 | 0.3 | 0.7 | 9,100 |

## LAFAYETTE, IN.

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WASK | AC | ** | ** | 18.1 | 23.0 | 22.0 | 41,600 |
| WASK-FM | C | ** | ** | 15.5 | 14.8 | 18.9 | 27,900 |
| WAZY-FM | R | ** | ** | 15.5 | 16.5 | 18.1 | 33,100 |
| WXUS | A | ** | ** | 19.0 | 13.3 | 15.7 | 27,900 |
| WLS | R | ** | ** | 4.3 | 8.9 | 4.7 | 18,900 |
| WLFQ | BM | ** | ** | 7.8 | 3.0 | 3.9 | 10,100 |
| WMAQ | C | ** | ** | 0.9 | 0.7 | 3.1 | 6,800 |
| WAZY | AC | ** | ** | ** | 5.9 | 2.4 | 9,700 |
| WFBQ | A | ** | ** | 0.9 | 3.0 | 1.6 | 7,400 |

## LANCASTER

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WLAN-FM | R | ** | 6.6 | 12.5 | 16.3 | 15.4 | 97,000 |
| WNCE | BM | ** | 10.9 | 9.9 | 8.3 | 9.9 | 51,600 |
| WRKZ | C | ** | 5.0 | 7.1 | 7.6 | 9.2 | 47,700 |
| WIOV | C | ** | 6.8 | 8.5 | 10.3 | 7.3 | 50,000 |
| WSBA-FM | AC | ** | 5.9 | 10.6 | 6.7 | 6.6 | 39,800 |
| WDAC | REL | ** | 6.6 | 6.9 | 5.4 | 5.1 | 32,800 |
| WQXA | R | ** | 10.5 | 7.3 | 4.5 | 4.0 | 49,900 |
| WSBA | AC | ** | 5.9 | 4.3 | 4.9 | 3.7 | 35,300 |
| WTPA | A | ** | ** | ** | 2.7 | 3.7 | 21,200 |
| KYW | N | ** | 2.5 | 1.2 | 1.8 | 3.1 | 31,500 |
| WLAN | AC | ** | 5.0 | 2.6 | 4.0 | 2.9 | 48,100 |
| WGSA | BM | ** | 1.6 | 4.3 | 3.6 | 2.4 | 17,600 |
| WRFY | AC | ** | ** | 0.5 | 1.3 | 2.4 | 15,000 |
| WMGK | AC | ** | ** | ** | 0.4 | 1.3 | 6,000 |
| WYSP | A | ** | 0.5 | ** | 1.1 | 2.2 | 14,600 |

## LANSING-EAST LANSING

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WFMK | AC | 14.0 | 13.5 | 15.6 | 11.0 | 12.2 | 113,700 |
| WITL-FM | C | 10.2 | 10.2 | 11.1 | 12.4 | 11.5 | 85,200 |
| WJXQ | A | ** | ** | ** | 10.0 | 11.2 | 94,300 |
| WILS-FM | A | 9.3 | 14.4 | 9.1 | 6.7 | 8.1 | 69,900 |
| WJIM-FM | BM | 6.4 | 7.3 | 10.4 | 6.9 | 7.3 | 58,700 |
| WJR | AC | 7.4 | 5.9 | 6.8 | 8.0 | 7.1 | 72,000 |
| WVIC | AC | 10.7 | 11.6 | 11.8 | 5.6 | 6.0 | 79,700 |
| WVGO | BB | 2.2 | 1.2 | 2.2 | 2.8 | 3.7 | 27,400 |
| WILS | AC | 6.0 | 3.3 | 2.1 | 2.9 | 3.2 | 61,100 |
| WJIM | AC | 4.3 | 3.3 | 4.3 | 3.1 | 2.9 | 54,900 |
| WOOD-FM | BM | 5.0 | 3.4 | 3.1 | 3.8 | 2.4 | 31,800 |
| WCUZ-FM | C | 3.3 | 1.4 | ** | 2.1 | 2.1 | 16,000 |
| WION | N | ** | 0.5 | ** | 1.1 | 1.5 | 7,500 |
| WITL | C | 3.5 | 2.8 | 3.6 | 2.0 | 1.3 | 23,000 |

## LAS VEGAS

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KLUC | R | 8.8 | 10.0 | 12.4 | 9.9 | 11.6 | 104,900 |
| KENO-FM | A | 5.2 | 2.9 | 3.6 | 7.3 | 9.5 | 77,400 |
| KORK-FM | BM | 10.4 | 10.5 | 10.2 | 9.0 | 8.7 | 59,400 |
| KXTZ | BM | 9.9 | 9.0 | 6.8 | 8.7 | 8.4 | 65,200 |
| KVEG | C | 6.5 | 9.0 | 11.6 | 9.6 | 7.2 | 63,600 |
| KMJJ | AC | 7.4 | 9.8 | 4.8 | 5.0 | 6.3 | 69,900 |
| KUDO | R | ** | 1.9 | 3.6 | 6.8 | 6.3 | 64,600 |
| KDWN | AC | 5.9 | 4.4 | 8.2 | 6.0 | 4.9 | 53,900 |
| KRAM | C | 5.0 | 5.6 | 4.4 | 4.8 | 4.7 | 47,700 |
| KFMS | C | 7.4 | 6.3 | 9.8 | 3.3 | 4.3 | 47,000 |
| KLAV | R | 6.1 | 5.9 | 5.0 | 4.8 | 4.0 | 56,500 |
| KENO | AC | 8.8 | 4.4 | 5.2 | 3.4 | 3.8 | 49,300 |
| KVOV | B | ** | 0.6 | 2.0 | 6.2 | 3.7 | 27,800 |
| KNUU | N | 4.7 | 4.2 | 3.6 | 3.1 | 2.6 | 22,600 |
| KORK | AC | 6.3 | 6.3 | 3.4 | 3.3 | 2.5 | 39,700 |

## LEXINGTON

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WKQQ | A | 16.1 | 16.5 | 12.8 | 21.2 | 18.2 | 74,500 |
| WLAP-FM | R | 14.1 | 14.2 | 20.5 | 21.4 | 16.3 | 84,300 |
| WVLK | AC | 15.2 | 20.8 | 14.7 | 12.0 | 14.6 | 100,500 |
| WTKC | C | 6.2 | 6.6 | 8.7 | 8.9 | 8.8 | 46,600 |
| WVLK-FM | BM | 14.1 | 11.7 | 15.4 | 9.4 | 8.5 | 51,400 |
| WLAP | AC | 9.6 | 9.4 | 6.5 | 6.4 | 5.8 | 50,100 |
| WAXU-FM | C | 6.5 | 5.3 | 2.2 | 2.6 | 4.1 | 28,400 |
| WJMM | REL | 0.6 | 0.8 | 1.7 | 0.9 | 3.2 | 18,700 |
| WNVL | C | 2.3 | 1.5 | 2.4 | 2.6 | 2.9 | 12,600 |
| WWKY | AC | 0.6 | 0.5 | 0.5 | 0.9 | 2.2 | 12,100 |
| WAXU | C | 4.8 | 3.8 | 1.7 | 2.4 | 2.2 | 17,300 |
| WFMI | AC | ** | 0.8 | ** | ** | 1.7 | 9,600 |
| WHAS | AC | 1.7 | 1.5 | 1.7 | 2.8 | 1.7 | 19,600 |
| WILP | AC | 0.6 | 1.8 | 1.7 | 0.9 | 0.7 | 3,800 |

## LITTLE ROCK

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| KSSN | C | 14.4 | 17.3 | 14.7 | 22.0 | 17.7 | 87,600 |
| KEZQ | BM | 9.0 | 7.0 | 11.0 | 7.9 | 12.9 | 56,800 |
| KOKY | B | 16.1 | 10.0 | 9.9 | 13.4 | 11.7 | 55,300 |
| KKYK | AC | 4.6 | 8.4 | 7.6 | 8.6 | 9.8 | 75,500 |
| KARN | N/T | 6.4 | 8.6 | 10.8 | 5.4 | 7.9 | 62,600 |
| KMJX | R | ** | ** | 2.5 | 5.2 | 7.7 | 40,200 |
| KLRA | C | 10.8 | 11.2 | 10.1 | 8.6 | 6.5 | 60,300 |
| KLPQ | R | 6.8 | 9.8 | 5.7 | 5.2 | 5.6 | 51,500 |
| KLAZ | R | 13.0 | 12.1 | 11.2 | 8.6 | 4.8 | 52,700 |
| KAAY | AC | 6.8 | 5.8 | 7.8 | 6.3 | 4.6 | 53,500 |
| KXLR | C | 3.4 | 2.3 | 1.8 | 2.7 | 2.5 | 32,400 |
| KITA | REL | 1.0 | 1.9 | 0.7 | 0.7 | 1.3 | 9,200 |
| KAKI | C | ** | ** | ** | ** | 0.6 | 6,500 |
| KAUL | BB | 0.7 | ** | ** | ** | 0.6 | 4,800 |
| KSOH | REL | 1.5 | 1.4 | 1.6 | ** | 0.6 | 7,200 |

## LOS ANGELES (CONSOLIDATED)

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | Fall 80 | Wntr 81 | Sprg 81 | Sumr 81 | Fall 81 | |
| KABC | T | 6.3 | 6.4 | 7.7 | 5.7 | 7.2 | 1,452,500 |
| KBIG | BM | 4.9 | 6.1 | 5.5 | 5.6 | 4.9 | 1,085,500 |
| KMET | A | 4.3 | 4.6 | 4.5 | 5.8 | 4.9 | 1,177,500 |
| KLOS | A | 2.5 | 2.8 | 3.3 | 4.1 | 4.5 | 1,125,900 |
| KFWB | N | 4.4 | 4.2 | 3.3 | 3.2 | 3.9 | 1,132,600 |
| KRTH | AC | 3.3 | 4.0 | 3.1 | 3.4 | 3.3 | 880,700 |
| KJOI | BM | 3.7 | 3.8 | 3.3 | 3.8 | 3.2 | 757,800 |
| KNX | N | 4.3 | 3.8 | 3.7 | 3.3 | 3.2 | 1,143,400 |
| KFI | R | 3.6 | 3.7 | 3.0 | 3.9 | 2.8 | 993,700 |
| KNX-FM | MM | 2.6 | 4.0 | 2.8 | 3.0 | 2.7 | 688,700 |
| KLAC | C | 3.9 | 3.0 | 2.9 | 3.0 | 2.6 | 701,000 |
| KOST | BM | 2.5 | 2.6 | 2.6 | 2.2 | 2.6 | 640,400 |
| KHTZ | AC | 2.5 | 3.1 | 2.5 | 2.7 | 2.5 | 737,600 |
| KRLA | AC | 3.5 | 2.5 | 3.2 | 2.2 | 2.4 | 647,400 |
| KZLA-FM | C | 1.5 | 2.2 | 1.5 | 1.7 | 2.2 | 487,900 |

## LUBBOCK

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| KLLL-FM | C | ** | 10.1 | ** | 22.7 | 17.4 | 53,400 |
| KFMX | R | ** | 7.0 | ** | 11.4 | 13.2 | 39,300 |
| KSEL-FM | R | ** | 15.4 | ** | 12.5 | 12.5 | 47,200 |
| KTEZ | BM | ** | 12.8 | ** | 8.2 | 12.1 | 30,300 |
| KSEL | R | ** | 10.6 | ** | 8.6 | 7.5 | 38,500 |
| KFYO | C | ** | 7.0 | ** | 7.5 | 6.4 | 28,600 |
| KLFB | SP | ** | 2.6 | ** | 3.1 | 5.0 | 12,900 |
| KEND | C | ** | 7.0 | ** | 6.7 | 3.9 | 21,900 |
| KLLL | C | ** | 2.2 | ** | 5.5 | 3.9 | 20,100 |
| KRLB-FM | AC | ** | 3.5 | ** | ** | 3.6 | 14,600 |
| KCAS | AC | ** | ** | ** | ** | 2.8 | 5,200 |
| KRLB | R | ** | 5.7 | ** | 3.5 | 2.5 | 8,500 |
| KJAK | REL | ** | 1.3 | ** | 2.0 | 2.1 | 9,100 |
| KKAM | BB | ** | 4.8 | ** | 3.9 | 2.1 | 14,000 |

## MADISON

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | |
| WIBA | AC | ** | 10.3 | ** | 10.4 | 12.9 | 88,300 |
| WTSO | C | ** | 15.5 | ** | 13.5 | 12.5 | 73,400 |
| WIBA-FM | A | ** | 3.5 | ** | 9.7 | 11.4 | 91,000 |
| WZEE | R | ** | 9.3 | ** | 10.6 | 9.6 | 80,700 |
| WLVE | BM | ** | 9.0 | ** | 7.7 | 8.3 | 39,600 |
| WISM | AC | ** | 8.0 | ** | 5.5 | 7.7 | 65,700 |
| WISM-FM | R | ** | 10.3 | ** | 8.2 | 7.2 | 62,900 |
| WMAD | A | ** | 10.3 | ** | 6.6 | 5.0 | 42,600 |
| WWQM-FM | C | ** | 4.3 | ** | 6.0 | 4.6 | 35,400 |
| WMAQ | C | ** | ** | ** | 1.3 | 1.5 | 11,200 |
| WSJY | BM | ** | 2.5 | ** | 2.0 | 1.1 | 8,200 |
| WBBM | N | ** | 0.8 | ** | ** | 0.9 | 11,400 |
| WGN | T | ** | 1.0 | ** | 0.7 | 0.4 | 10,700 |

## McALLEN-BROWNSVILLE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| KGBT | SP | ** | 35.1 | 34.5 | 33.2 | 32.6 | 128,700 |
| KBFM | R | ** | 16.1 | 14.6 | 14.8 | 15.6 | 97,400 |
| KRGV | R | ** | 5.4 | 8.7 | 5.2 | 8.6 | 86,000 |
| KIWW | BM | ** | 4.9 | 2.1 | 2.7 | 6.3 | 38,700 |
| KELT | C | ** | 4.6 | 4.7 | 8.6 | 5.6 | 40,500 |
| KBOR | AC | ** | 1.6 | 5.4 | 6.2 | 5.2 | 51,100 |
| KURV | N | ** | 1.3 | 1.7 | 1.3 | 3.1 | 15,300 |
| KSOX | C | ** | 1.5 | 2.4 | 2.1 | 3.1 | 34,700 |
| KQXX | SP | ** | 2.4 | ** | 0.3 | 2.9 | 15,100 |
| KRIO | AC | ** | 8.6 | 10.2 | 10.2 | 2.6 | 51,000 |
| KDUV | BM | ** | 3.1 | 2.9 | 2.5 | 2.3 | 20,300 |
| KVLY | BM | ** | 1.6 | 0.9 | 1.7 | 2.3 | 13,700 |
| KRIX | R | ** | 3.7 | 3.3 | 1.7 | 2.1 | 27,700 |
| KIRT | SP | ** | 2.3 | 2.3 | 1.0 | 1.1 | 9,800 |
| KTRH | N/T | ** | 1.1 | ** | 0.6 | 0.6 | 13,200 |

## MEMPHIS

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WHRK | B | 9.2 | 12.6 | 11.1 | 9.6 | 16.7 | 153,900 |
| WEZI | BM | 10.9 | 10.5 | 12.1 | 10.8 | 11.2 | 140,400 |
| WMC-FM | R | 10.5 | 9.4 | 7.4 | 10.3 | 9.1 | 159,500 |
| WZXR | A | 8.6 | 10.2 | 13.4 | 11.5 | 8.8 | 112,700 |
| WMC | C | 8.8 | 9.7 | 10.9 | 11.8 | 7.9 | 117,400 |
| WDIA | B | 7.9 | 8.7 | 5.9 | 5.4 | 7.6 | 117,100 |
| WRVR | AC | 5.8 | 5.6 | 5.4 | 6.6 | 6.6 | 99,700 |
| WLOK | B | 5.8 | 6.7 | 4.7 | 5.1 | 5.1 | 91,600 |
| WLVS | C | 2.3 | 3.5 | 5.0 | 5.2 | 4.2 | 69,500 |
| WMPS | C | 6.3 | 3.5 | 4.2 | 6.9 | 4.0 | 78,700 |
| WHBQ | O | 6.6 | 3.8 | 4.8 | 4.4 | 3.8 | 92,600 |
| WREC | BB | 4.1 | 4.5 | 4.2 | 2.9 | 3.7 | 85,600 |
| KWAM-FM | B | 2.5 | 2.3 | 1.0 | 0.8 | 2.4 | 39,200 |
| WWEE | N/T | 3.3 | 2.6 | 2.3 | 1.4 | 2.0 | 18,500 |
| WMSO | REL | ** | ** | ** | ** | 1.2 | 12,400 |

## MIAMI-FT. LAUDERDALE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WRHC | SP | 4.6 | 6.0 | 6.3 | 5.7 | 9.1 | 143,600 |
| WLYF | BM | 9.1 | 6.0 | 4.5 | 4.8 | 6.5 | 316,500 |
| WINZ-FM | R | 3.7 | 3.4 | 1.2 | 5.0 | 5.5 | 398,800 |
| WHYI | R | 5.7 | 7.3 | 6.5 | 6.6 | 5.2 | 401,200 |
| WINZ | N | 5.1 | 4.9 | 4.6 | 4.4 | 4.8 | 349,200 |
| WEDR | B | 3.3 | 3.4 | 2.6 | 3.2 | 4.3 | 178,700 |
| WCMQ-FM | SP | 2.1 | 2.9 | 2.3 | 3.2 | 4.1 | 143,600 |
| WQBA | SP | 6.6 | 4.9 | 3.3 | 4.6 | 4.1 | 172,700 |
| WSHE | A | 2.2 | 2.9 | 3.3 | 4.0 | 3.7 | 202,700 |
| WIOD | AC | 4.9 | 3.4 | 3.6 | 3.7 | 3.6 | 299,800 |
| WCMQ | SP | 2.1 | 1.0 | 2.3 | 2.0 | 3.6 | 82,500 |
| WAXY | O | 2.5 | 4.1 | 3.5 | 3.5 | 3.3 | 250,200 |
| WYOR | BM | 3.5 | 4.2 | 4.1 | 2.9 | 3.1 | 163,600 |
| WAIA | MM | 4.3 | 3.7 | 3.8 | 2.9 | 2.9 | 193,200 |
| WKQS | BM | 3.8 | 3.5 | 4.6 | 3.3 | 2.9 | 152,200 |

## MOBILE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WKSJ-FM | C | 8.8 | 15.5 | 20.1 | 23.8 | 19.3 | 111,700 |
| WABB-FM | R | 16.8 | 13.3 | 11.5 | 14.7 | 13.7 | 107,600 |
| WBLX | B | 7.4 | 8.4 | 9.0 | 9.6 | 12.0 | 79,100 |
| WKRG-FM | R | 15.8 | 17.2 | 13.3 | 13.0 | 11.4 | 100,800 |
| WKRG | AC | 10.6 | 10.0 | 10.5 | 7.0 | 7.5 | 66,600 |
| WGOK | B | 6.9 | 6.5 | 10.9 | 6.4 | 7.4 | 48,300 |
| WLPR | BM | 7.6 | 6.3 | 6.1 | 6.2 | 6.8 | 43,400 |
| WUNI | C | 4.2 | 2.0 | 1.0 | 2.8 | 3.3 | 38,300 |
| WABB | R | 5.1 | 4.1 | 3.5 | 3.0 | 2.1 | 35,800 |
| WKSJ | C | 1.2 | 3.5 | 2.0 | 0.9 | 2.1 | 20,800 |
| WMOO | REL | 0.5 | 0.8 | 1.2 | 0.8 | 2.1 | 11,500 |
| WJQY | BM | ** | ** | ** | ** | 1.7 | 16,300 |
| WMOB | N/T | 2.1 | 1.6 | 3.3 | 2.5 | 1.5 | 17,400 |
| WHSP | REL | 0.4 | 1.2 | ** | ** | 0.8 | 9,100 |
| WTKX | A | ** | ** | ** | ** | 0.6 | 7,100 |

## NASHVILLE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WWKX | R | 6.8 | 6.0 | 8.3 | 8.2 | 12.9 | 169,700 |
| WKDF | A | 4.6 | 5.2 | 7.3 | 11.9 | 12.6 | 147,500 |
| WZEZ | BM | 11.5 | 9.9 | 11.5 | 8.2 | 10.5 | 131,000 |
| WSIX-FM | C | 6.9 | 9.9 | 11.0 | 9.4 | 9.3 | 109,800 |
| WVOL | B | 6.3 | 10.6 | 9.0 | 7.8 | 6.7 | 86,600 |
| WLAC | N/T | 7.9 | 6.1 | 4.5 | 5.6 | 6.2 | 109,300 |
| WSM | C | 10.4 | 7.8 | 8.5 | 6.3 | 5.6 | 152,000 |
| WSIX | AC | 5.1 | 4.2 | 3.4 | 3.9 | 4.9 | 107,800 |
| WSM-FM | AC | 5.8 | 6.0 | 6.5 | 9.4 | 4.9 | 98,800 |
| WAMB | BB | 5.5 | 1.7 | 2.8 | 2.9 | 3.1 | 35,200 |
| WJYN | AC | 5.9 | 5.8 | 5.0 | 2.0 | 3.0 | 52,500 |
| WKOS | AC | ** | 0.5 | 1.2 | 1.4 | 2.7 | 52,100 |
| WMAK-FM | C | 4.9 | 5.6 | 3.7 | 5.1 | 2.5 | 71,200 |
| WUSW | C | ** | ** | ** | 0.9 | 2.2 | 36,100 |
| WJRB | C | ** | 2.1 | 2.5 | 1.9 | 1.8 | 25,600 |

## NASSAU-SUFFOLK

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WNBC | AC | ** | 7.6 | 9.0 | 9.6 | 7.9 | 532,600 |
| WRFM | BM | ** | 4.8 | 3.1 | 4.6 | 6.0 | 188,700 |
| WYNY | AC | ** | 2.5 | 3.3 | 4.2 | 5.5 | 308,400 |
| WBLI | R | ** | 4.5 | 4.9 | 4.5 | 5.2 | 253,800 |
| WCBS | N | ** | 6.7 | 4.9 | 5.3 | 4.6 | 378,200 |
| WPLJ | A | ** | 4.0 | 3.4 | 3.1 | 4.5 | 288,900 |
| WOR | T | ** | 4.1 | 4.8 | 4.2 | 4.1 | 231,900 |
| WBAB | A | ** | 1.8 | 2.7 | 3.3 | 3.8 | 216,400 |
| WCBS-FM | O | ** | 3.9 | 4.0 | 2.4 | 3.7 | 306,100 |
| WINS | N | ** | 3.6 | 3.7 | 3.9 | 3.7 | 232,400 |
| WCTO | BM | ** | 3.2 | 2.9 | 2.3 | 3.3 | 132,800 |
| WALK-FM | BM | ** | 2.3 | 2.0 | 2.0 | 3.1 | 169,100 |
| WHLI | BB | ** | 3.6 | 4.0 | 3.7 | 2.9 | 103,000 |
| WTFM | AC | ** | 2.5 | 2.6 | 2.7 | 2.7 | 133,900 |
| WABC | AC | ** | 3.0 | 3.0 | 3.4 | 2.4 | 291,700 |

## NEW BEDFORD-FALL RIVER, MA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WHJY | R | ** | 4.1 | ** | 3.6 | 9.1 | 80,000 |
| WBSM | T | ** | 11.0 | ** | 6.7 | 8.7 | 61,100 |
| WLKW-FM | BM | ** | 6.5 | ** | 7.1 | 7.7 | 64,800 |
| WSAR | AC | ** | 4.7 | ** | 3.3 | 5.2 | 49,600 |
| WMYS | R | ** | 6.8 | ** | 6.1 | 5.1 | 46,800 |
| WHIM | C | ** | 2.1 | ** | 1.9 | 5.0 | 25,900 |
| WPRO-FM | R | ** | 4.1 | ** | 4.9 | 4.8 | 74,900 |
| WPJB | R | ** | 9.6 | ** | 5.6 | 4.6 | 69,100 |
| WCOZ | A | ** | 2.8 | ** | 6.5 | 3.9 | 54,400 |
| WPRO | AC | ** | 2.8 | ** | 5.6 | 3.6 | 57,100 |
| WBZ | AC | ** | 2.5 | ** | 3.6 | 3.4 | 39,100 |
| WALE | AC | ** | 5.0 | ** | 1.9 | 2.8 | 31,400 |
| WSNE | AC | ** | 1.0 | ** | 2.6 | 2.7 | 43,800 |
| WLKW | BM | ** | 1.4 | ** | 3.5 | 2.7 | 22,600 |
| WARA | R | ** | 1.7 | ** | 2.2 | 2.6 | 23,500 |

## NEW HAVEN-WEST HAVEN

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WELI | AC | 21.6 | 18.5 | 20.0 | 18.4 | 14.6 | 124,000 |
| WKCI | R | 8.4 | 11.0 | 10.7 | 9.3 | 10.9 | 87,200 |
| WAVZ | BB | 1.6 | 4.4 | 8.2 | 4.8 | 8.6 | 59,100 |
| WNBC | AC | 6.0 | 6.8 | 5.2 | 6.8 | 6.9 | 79,900 |
| WPLR | A | 7.9 | 7.8 | 9.3 | 6.1 | 6.7 | 59,100 |
| WNHC | B | 0.8 | 2.0 | 1.8 | 5.8 | 6.2 | 39,400 |
| WEZN | BM | 5.2 | 6.1 | 5.5 | 4.7 | 5.6 | 41,000 |
| WKSS | BM | 6.2 | 3.1 | 2.3 | 4.2 | 4.6 | 35,000 |
| WHCN | A | 1.9 | 2.5 | 3.2 | 5.3 | 3.5 | 35,600 |
| WWYZ | MM | 5.4 | 4.4 | 4.5 | 3.7 | 3.5 | 36,000 |
| WCBS | N | 3.3 | 4.9 | 4.1 | 6.1 | 3.5 | 52,300 |
| WDRC-FM | R | 2.9 | 2.4 | 2.3 | 3.5 | 3.2 | 39,700 |
| WSCR | C | ** | 0.5 | ** | ** | 2.9 | 7,600 |
| WYBC | B | 1.1 | 1.7 | 0.5 | 2.2 | 1.6 | 30,100 |
| WTIC | AC | 3.7 | 1.7 | 2.3 | 2.5 | 1.6 | 19,800 |

## NEW ORLEANS

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | Fall 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WEZB | R | 4.2 | 10.3 | 10.7 | 10.3 | 11.5 | 215,900 |
| WAIL | B | 4.4 | 3.7 | 5.2 | 8.4 | 10.6 | 180,900 |
| WNOE-FM | C | 4.6 | 4.2 | 9.9 | 6.7 | 8.4 | 140,600 |
| WBYU | BM | 11.6 | 8.6 | 8.0 | 7.7 | 7.5 | 100,900 |
| WRNO | A | 4.4 | 4.8 | 6.5 | 8.1 | 7.3 | 116,900 |
| WYLD-FM | B | 3.8 | 7.0 | 6.7 | 5.6 | 6.8 | 129,200 |
| WAJY | AC | 3.4 | 3.0 | 3.1 | 5.9 | 5.7 | 118,300 |
| WQUE | AC | 6.9 | 5.1 | 4.5 | 6.2 | 5.2 | 128,700 |
| WGSO | N/T | 6.3 | 5.2 | 5.6 | 3.0 | 5.1 | 126,300 |
| WTIX | AC | 6.8 | 8.4 | 6.9 | 7.8 | 5.0 | 157,600 |
| WWL | N/T | 6.2 | 4.5 | 4.8 | 3.9 | 4.8 | 131,900 |
| WSMB | T | 7.4 | 6.5 | 5.7 | 5.2 | 3.5 | 68,700 |
| WNOE | C | 4.9 | 3.0 | 2.4 | 2.0 | 2.8 | 70,300 |
| WSHO | BB | 4.4 | 6.6 | 2.7 | 2.8 | 2.4 | 28,900 |
| WNNR | B | 2.7 | 2.8 | 1.8 | 2.3 | 2.3 | 37,400 |

## OKLAHOMA CITY

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KEBC | C | 11.9 | 10.9 | 12.2 | 12.8 | 11.8 | 125,900 |
| KTOK | N/T | 17.8 | 11.7 | 13.7 | 11.0 | 11.3 | 156,700 |
| KKNG | BM | 12.4 | 13.6 | 13.0 | 11.5 | 9.0 | 112,500 |
| KOMA | C | 6.2 | 4.2 | 6.1 | 8.9 | 8.0 | 129,800 |
| KOFM | AC | 8.9 | 7.8 | 9.9 | 8.6 | 7.7 | 129,200 |
| KATT-FM | A | 4.8 | 5.6 | 5.3 | 5.3 | 7.4 | 111,500 |
| KXXY | A | 5.9 | 9.0 | 6.2 | 8.5 | 5.7 | 89,700 |
| WKY | AC | 5.8 | 5.6 | 6.2 | 4.2 | 5.7 | 134,200 |
| KAEZ | B | 2.7 | 3.6 | 3.0 | 2.3 | 4.8 | 43,800 |
| KLTE | AC | 3.1 | 6.1 | 6.0 | 5.2 | 3.7 | 67,000 |
| KLNK | AC | 1.4 | ** | 3.6 | 4.0 | 3.6 | 89,000 |
| KKLR | C | 1.7 | 2.9 | 2.6 | 3.9 | 3.6 | 59,600 |
| KOCY | BB | 1.7 | 1.6 | 0.4 | 0.7 | 3.1 | 43,600 |
| KJYO | AC | 4.2 | 5.5 | 3.2 | 3.0 | 2.5 | 39,200 |
| KJIL | REL | 0.7 | 0.8 | 1.1 | 0.6 | 1.3 | 28,500 |

## OMAHA-COUNCIL BLUFFS

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KFAB | AC | 34.1 | 27.2 | 28.0 | 23.5 | 25.0 | 229,600 |
| KEZO | A | 5.7 | 11.0 | 10.8 | 12.2 | 13.9 | 108,500 |
| KQKQ | R | 2.9 | 5.4 | 10.7 | 10.9 | 9.2 | 118,600 |
| KESY | BM | 8.2 | 10.1 | 8.3 | 9.3 | 8.5 | 75,200 |
| KGOR | R | 12.6 | 9.3 | 6.1 | 6.4 | 8.2 | 91,500 |
| WOW | AC | 10.2 | 10.2 | 8.9 | 8.3 | 7.0 | 133,400 |
| KOIL | R | 6.4 | 5.7 | 4.6 | 6.6 | 4.8 | 88,200 |
| KLNG | J | 1.5 | 0.8 | 3.2 | 1.9 | 3.5 | 16,500 |
| KYNN-FM | C | 1.5 | 3.1 | 4.1 | 4.2 | 3.5 | 42,800 |
| KOOO | BB | 0.4 | 0.9 | ** | 1.1 | 3.4 | 27,800 |
| KYNN | C | 3.9 | 4.8 | 4.5 | 6.4 | 2.8 | 44,500 |
| KCRO | REL | 0.5 | 0.4 | 1.0 | 0.8 | 1.8 | 8,600 |
| KFRX | A | ** | ** | ** | ** | 1.0 | 11,500 |
| KMA | AC | 1.1 | 1.7 | ** | 1.6 | 0.9 | 20,000 |
| KSRD | C | ** | ** | ** | ** | 0.5 | 7,700 |

## ORLANDO

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WDIZ | A | 6.4 | 7.1 | 6.5 | 11.0 | 12.4 | 108,100 |
| WDBO-FM | BM | 12.0 | 12.0 | 11.6 | 8.1 | 10.9 | 125,200 |
| WBJW | R | 8.5 | 9.2 | 14.7 | 9.4 | 9.3 | 152,800 |
| WHOO-FM | BM | 8.1 | 9.6 | 8.7 | 9.6 | 8.8 | 112,000 |
| WDBO | AC | 9.6 | 8.5 | 9.7 | 7.4 | 8.3 | 120,100 |
| WHOO | C | 6.8 | 7.5 | 7.6 | 11.9 | 7.7 | 100,700 |
| WHLY | AC | 8.7 | 8.0 | 5.9 | 6.8 | 7.1 | 100,900 |
| WJYO | AC | 8.3 | 6.4 | 3.1 | 6.4 | 6.6 | 68,900 |
| WKIS | N/T | 5.9 | 7.3 | 7.5 | 6.8 | 5.3 | 88,800 |
| WORL | B | 4.9 | 3.6 | 4.7 | 4.8 | 3.3 | 54,600 |
| WLOQ | AC | 0.9 | 1.7 | 2.2 | 0.6 | 2.8 | 39,600 |
| WLOF | R | 4.8 | 4.9 | 3.0 | 3.1 | 2.4 | 62,300 |
| WELE | C | 0.4 | 2.2 | 0.6 | 2.0 | 1.9 | 31,500 |
| WPCV | C | 1.2 | 1.0 | 2.1 | 2.3 | 1.9 | 18,600 |
| WHHL | O | 2.5 | 0.8 | 2.5 | 0.7 | 1.6 | 16,700 |

## PALM SPRINGS

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KVIM | SP | ** | ** | ** | ** | 14.4 | 16,900 |
| KPSI-FM | R | ** | ** | 13.6 | 14.9 | 12.8 | 33,500 |
| KDES | AC | ** | ** | 14.7 | 11.2 | 11.2 | 27,600 |
| KDES-FM | BM | ** | ** | 13.1 | 14.4 | 10.6 | 23,700 |
| KWXY-FM | BM | ** | ** | 8.4 | 8.0 | 8.0 | 16,600 |
| KRCQ | SP | ** | ** | ** | 10.1 | 6.9 | 12,800 |
| KCHV | AC | ** | ** | 2.1 | 6.4 | 3.2 | 13,000 |
| KPSI | AC | ** | ** | 2.1 | 2.1 | 2.7 | 10,500 |
| KGUY | N | ** | ** | 4.2 | 2.7 | 2.1 | 9,100 |
| KCMS | CL | ** | ** | 1.0 | 3.7 | 2.1 | 7,500 |
| KWXY | BM | ** | ** | 4.2 | 2.7 | 2.1 | 6,700 |
| KCMJ | C | ** | ** | 1.6 | 2.7 | 1.6 | 9,800 |
| KFI | AC | ** | ** | 2.1 | 0.5 | 1.6 | 4,200 |
| KMET | A | ** | ** | ** | ** | 1.6 | 5,500 |
| KNX | N | ** | ** | ** | 1.1 | 1.1 | 4,100 |

## PEORIA

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | O/N 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WSWT | BM | 15.4 | 15.1 | 17.1 | 15.4 | 14.7 | 70,200 |
| WMBD | AC | 13.6 | 13.9 | 16.0 | 13.6 | 13.3 | 90,000 |
| WKZW | R | 16.6 | 15.3 | 12.6 | 10.5 | 12.1 | 83,600 |
| WXCL | C | 10.5 | 12.9 | 7.2 | 13.1 | 11.6 | 71,800 |
| WIRL | AC | 11.0 | 8.2 | 6.3 | 7.3 | 10.2 | 82,000 |
| WWCT | A | 6.9 | 8.0 | 6.3 | 12.0 | 6.9 | 51,300 |
| WKQA | AC | 1.8 | 3.3 | 5.6 | 5.6 | 4.5 | 41,400 |
| WVEL | BM | 4.0 | 2.4 | 1.4 | 2.2 | 4.3 | 19,800 |
| WGLO | BM | 0.7 | 1.9 | 4.5 | 1.8 | 3.1 | 16,500 |
| WLS | R | 4.0 | 3.1 | 1.8 | 1.8 | 2.9 | 41,100 |
| WPEO | REL | 1.1 | 2.8 | 1.4 | 0.9 | 2.4 | 15,900 |
| WBNQ | R | 1.3 | 1.2 | 2.5 | 1.3 | 1.9 | 18,400 |
| WGN | T | 2.0 | 1.6 | 1.4 | 3.3 | 1.9 | 17,500 |
| WBBM | N | 1.1 | 0.7 | 1.4 | 0.9 | 1.7 | 16,300 |
| WJBC | AC | 0.9 | ** | 1.4 | 0.9 | 1.2 | 9,700 |

## PLATTSBURGH, NY

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WIRY | AC | ** | ** | ** | 25.2 | 25.4 | 32,300 |
| WGFB | R | ** | ** | ** | 10.7 | 16.7 | 24,700 |
| WKDR | C | ** | ** | ** | 15.5 | 14.0 | 15,400 |
| WLFE | C | ** | ** | ** | 8.7 | 8.8 | 11,700 |
| WEAV | AC | ** | ** | ** | 7.8 | 7.9 | 21,400 |
| WQCR | R | ** | ** | ** | 3.9 | 6.1 | 16,900 |
| CHOM | A | ** | ** | ** | 8.7 | 5.3 | 13,700 |
| WEZF | BM | ** | ** | ** | 15.5 | 5.3 | 8,700 |
| CKGM | R | ** | ** | ** | ** | 1.8 | 4,700 |

## PORTLAND, OR

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KGON | A | 8.5 | 7.9 | 10.2 | 9.4 | 11.1 | 188,900 |
| KGW | R | 11.9 | 11.1 | 9.1 | 9.1 | 9.0 | 300,800 |
| KINK | A | 5.9 | 4.4 | 4.5 | 5.3 | 8.4 | 165,300 |
| KEX | AC | 9.1 | 7.3 | 9.3 | 7.9 | 7.7 | 229,900 |
| KUPL-FM | BM | 7.2 | 7.1 | 6.7 | 6.9 | 7.3 | 163,900 |
| KWJJ | C | 5.5 | 5.6 | 5.1 | 4.5 | 6.3 | 143,600 |
| KXL-FM | BM | 5.3 | 6.1 | 6.7 | 6.8 | 5.5 | 129,200 |
| KCNR | AC | 3.9 | 2.1 | 2.5 | 3.2 | 4.9 | 137,600 |
| KXL | N/T | 4.9 | 4.5 | 5.5 | 3.2 | 4.7 | 135,800 |
| KUPL | BB | 2.0 | 3.0 | 3.1 | 2.9 | 3.5 | 81,800 |
| KJIB | C | 3.1 | 2.1 | 2.8 | 2.2 | 3.2 | 77,000 |
| KYXI | N | 3.3 | 3.7 | 4.9 | 5.1 | 3.1 | 130,200 |
| KLLB | R | 2.6 | 2.4 | 3.0 | 5.0 | 3.1 | 101,800 |
| KKEY | T | 5.5 | 3.8 | 3.1 | 3.6 | 2.6 | 33,100 |
| KMJK | R | 5.5 | 6.1 | 4.5 | 3.7 | 2.7 | 82,500 |

## PROVIDENCE-WARWICK

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WLKW-FM | BM | 12.4 | 10.8 | 12.8 | 10.0 | 11.9 | 260,100 |
| WHJY | A | 6.0 | 5.1 | 5.6 | 3.7 | 8.8 | 238,900 |
| WPRO | R | 7.7 | 5.8 | 8.3 | 8.4 | 8.6 | 318,900 |
| WPRO-FM | R | 8.6 | 7.1 | 8.3 | 10.5 | 8.6 | 316,300 |
| WPJB | A | 7.2 | 9.4 | 7.7 | 6.1 | 5.9 | 213,900 |
| WLKW | BB | 2.4 | 2.3 | 4.7 | 4.6 | 5.2 | 104,500 |
| WEAN | N/T | 4.9 | 5.7 | 5.5 | 5.2 | 4.3 | 168,000 |
| WSNE | AC | 0.3 | 0.5 | 0.8 | 3.3 | 3.5 | 144,800 |
| WHIM | C | 3.0 | 4.4 | 2.2 | 2.5 | 3.4 | 56,000 |
| WHJJ | AC | 3.9 | 4.7 | 2.6 | 4.4 | 3.2 | 148,800 |
| WBSM | A | 3.3 | 3.7 | 3.2 | 2.2 | 3.0 | 63,100 |
| WSAR | N/T | 0.8 | 1.9 | 2.1 | 1.5 | 2.5 | 62,400 |
| WXKS-FM | AC | 1.4 | 2.5 | 1.8 | 1.8 | 2.1 | 61,500 |
| WBZ | AC | 2.0 | 1.5 | 2.0 | 2.2 | 2.0 | 71,100 |
| WCOZ | A | 1.8 | 1.6 | 3.8 | 4.7 | 2.0 | 97,600 |

## QUAD CITIES

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KSTT | AC | ** | 13.9 | 12.2 | 15.5 | 12.3 | 105,200 |
| WHBF | C | ** | 17.8 | 14.0 | 15.9 | 11.9 | 75,000 |
| WXLP | A | ** | 6.9 | 6.0 | 10.8 | 11.5 | 64,400 |
| WOC | N/T | ** | 10.2 | 7.5 | 10.4 | 10.8 | 68,700 |
| KIIK | R | ** | 9.5 | 10.0 | 10.2 | 10.0 | 80,800 |
| WZZC | C | ** | 3.9 | 5.7 | 2.1 | 7.0 | 45,000 |
| WHBF-FM | AC | ** | 4.6 | 6.2 | 4.7 | 6.3 | 55,400 |
| KRVR | BM | ** | 9.2 | 10.5 | 9.3 | 5.7 | 48,700 |
| WQUA | AC | ** | 5.8 | 8.5 | 4.7 | 4.1 | 42,500 |
| WKEI | AC | ** | 2.5 | 1.2 | 1.3 | 3.3 | 12,500 |
| WLS | R | ** | 2.1 | 2.0 | 1.7 | 1.8 | 25,800 |
| WMAQ | C | ** | 2.1 | 2.5 | 2.5 | 1.8 | 20,700 |
| KWNT | BB | ** | 0.7 | 0.7 | 0.8 | 1.0 | 10,000 |
| WBBM | N | ** | 0.9 | 1.2 | 0.4 | 1.0 | 9,900 |

## RALEIGH-DURHAM

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WPTF | N/T | 15.1 | 14.6 | 14.4 | 11.4 | 14.7 | 140,200 |
| WRAL | AC | 11.3 | 12.5 | 13.3 | 15.6 | 14.4 | 148,800 |
| WYYD | BM | 10.3 | 9.0 | 7.0 | 10.2 | 11.5 | 90,400 |
| WQDR | A | 10.8 | 9.3 | 11.1 | 8.2 | 7.9 | 87,200 |
| WKIX | C | 7.4 | 7.4 | 6.6 | 4.9 | 7.4 | 92,800 |
| WDUR | B | 4.3 | 7.3 | 5.7 | 7.6 | 6.0 | 36,400 |
| WSRC | B | 3.1 | 9.2 | 4.7 | 6.7 | 5.0 | 28,100 |
| WTIK | C | 2.8 | 1.2 | 5.0 | 1.7 | 3.6 | 23,900 |
| WLLE | B | 6.4 | ** | 8.3 | 6.1 | 3.5 | 38,500 |
| WDNC | AC | 4.6 | 2.8 | 4.0 | 2.1 | 2.9 | 45,500 |
| WDCG | R | 6.2 | 5.1 | 2.9 | 3.1 | 2.5 | 41,900 |
| WCHL | AC | 3.1 | 1.5 | 1.9 | 2.4 | 1.9 | 31,700 |
| WPCM | C | ** | ** | 0.7 | 1.1 | 1.7 | 13,500 |
| WDBS | CL | 0.8 | 0.7 | 0.4 | 0.6 | 1.0 | 15,200 |
| WPJL | REL | 0.7 | 1.2 | 0.9 | 1.1 | 1.0 | 13,700 |

## READING

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WHUM | C | ** | 8.7 | ** | 8.6 | 13.6 | 69,300 |
| WEEU | AC | ** | 15.0 | ** | 18.0 | 12.3 | 80,900 |
| WRFY | AC | ** | 11.6 | ** | 10.9 | 9.2 | 58,300 |
| WIFI | R | ** | 5.4 | ** | 6.9 | 9.0 | 56,200 |
| WRAW | AC | ** | 6.7 | ** | 5.4 | 4.8 | 49,900 |
| WYSP | A | ** | 6.0 | ** | 6.9 | 4.6 | 32,300 |
| WMMR | A | ** | 2.0 | ** | 2.8 | 3.9 | 27,900 |
| WWSH | BM | ** | 6.3 | ** | 4.9 | 3.9 | 26,000 |
| WXKW | C | ** | 3.8 | ** | 3.6 | 3.9 | 17,600 |
| WEAZ | BM | ** | 2.9 | ** | 3.9 | 3.5 | 19,000 |
| KYW | N | ** | 4.5 | ** | 3.2 | 2.6 | 41,000 |
| WWDB | T | ** | ** | ** | 1.9 | 2.6 | 12,900 |
| WMGK | AC | ** | 1.3 | ** | 1.3 | 1.8 | 11,800 |
| WBYO | REL | ** | 1.3 | ** | 0.9 | 1.5 | 10,100 |
| WUSL | C | ** | 1.3 | ** | 1.3 | 1.5 | 16,600 |

## RICHMOND

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WRVA | AC | 20.6 | 20.2 | 20.2 | 20.8 | 16.6 | 160,700 |
| WRVQ | R | 16.3 | 12.2 | 11.8 | 13.0 | 13.5 | 148,000 |
| WRNL | C | 6.1 | 3.8 | 3.1 | 6.6 | 9.6 | 102,200 |
| WRXL | A | 5.8 | 7.8 | 11.0 | 9.3 | 9.1 | 93,100 |
| WANT | B | 6.3 | 5.7 | 8.6 | 5.3 | 6.0 | 63,400 |
| WPLZ | B | 0.6 | 0.6 | 0.4 | 8.6 | 6.7 | 69,300 |
| WEZS | BM | 7.6 | 8.0 | 7.2 | 6.2 | 6.1 | 62,000 |
| WXGI | C | 3.8 | 3.4 | 2.7 | 4.3 | 5.5 | 33,400 |
| WLEE | AC | 4.4 | 5.7 | 5.1 | 4.4 | 4.1 | 74,900 |
| WTVR-FM | BM | 4.2 | 4.1 | 5.7 | 5.1 | 3.5 | 50,300 |
| WENZ | B | 6.3 | 5.0 | 3.4 | 2.0 | 2.4 | 35,900 |
| WPVA-FM | C | 0.6 | 1.6 | 2.5 | 2.1 | 1.7 | 24,200 |
| WGOE | O | 1.0 | 4.9 | 1.5 | 1.7 | 1.5 | 20,400 |
| WEET | C | 2.3 | 2.5 | 2.7 | 1.5 | 1.3 | 13,100 |
| WKIE | B | 1.4 | 6.2 | 3.2 | 1.4 | 1.3 | 19,200 |

## RIVERSIDE-SAN BERNARDINO

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | |
| KDUO | BM | ** | 6.0 | 4.5 | 6.1 | 6.0 | 108,600 |
| KRTH | AC | ** | 2.9 | 4.1 | 3.1 | 5.4 | 124,200 |
| KFI | R | ** | 9.4 | 6.4 | 6.2 | 5.2 | 196,800 |
| KBIG | BM | ** | 5.9 | 3.5 | 6.5 | 4.9 | 122,800 |
| KMET | A | ** | 6.1 | 7.8 | 2.8 | 4.6 | 122,200 |
| KNX | N | ** | 4.7 | 3.1 | 3.6 | 4.3 | 127,000 |
| KOLA | R | ** | 3.7 | 3.2 | 3.8 | 3.9 | 107,600 |
| KOST | BM | ** | 4.1 | 3.1 | 3.6 | 3.6 | 78,300 |
| KABC | T | ** | 2.5 | 2.9 | 3.4 | 3.5 | 79,600 |
| KCAL-FM | A | ** | 3.5 | 2.0 | 2.5 | 3.1 | 73,800 |
| KGGI | R | ** | 6.1 | 5.7 | 3.6 | 3.0 | 102,300 |
| KLOS | A | ** | 1.4 | 1.5 | 1.2 | 2.9 | 84,000 |
| KNX-FM | MM | ** | 1.7 | 2.1 | 3.3 | 2.8 | 61,200 |
| KIIS | R | ** | 2.1 | 1.4 | 2.2 | 2.7 | 78,100 |
| KLAC | C | ** | 3.3 | 6.2 | 3.8 | 2.5 | 71,600 |

## ROANOKE, VA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WPVR | BM | ** | 14.6 | ** | 20.4 | 17.8 | 46,900 |
| WSLC | C | ** | 16.8 | ** | 14.0 | 16.6 | 49,900 |
| WXLK | R | ** | 15.3 | ** | 22.6 | 15.8 | 65,800 |
| WFIR | AC | ** | 12.8 | ** | 7.5 | 12.6 | 58,700 |
| WROV | R | ** | 11.7 | ** | 14.7 | 12.6 | 61,800 |
| WSLQ | A | ** | 6.2 | ** | 6.5 | 9.3 | 29,300 |
| WJLM | C | ** | 1.8 | ** | 2.2 | 3.6 | 15,300 |
| WTOY | B | ** | 7.3 | ** | 5.7 | 2.4 | 10,600 |
| WKBA | REL | ** | 1.1 | ** | ** | 1.2 | 9,500 |
| WRIS | REL | ** | 2.2 | ** | 1.4 | 0.8 | 9,400 |

## ROCHESTER

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WEZO | BM | 22.6 | 12.8 | 17.4 | 17.8 | 16.9 | 237,300 |
| WMJQ | A | 11.8 | 8.4 | 6.4 | 6.7 | 9.7 | 167,400 |
| WHAM | AC | 15.0 | 14.1 | 8.9 | 9.5 | 7.7 | 213,800 |
| WVOR | AC | 9.0 | 7.4 | 9.1 | 9.0 | 6.7 | 127,200 |
| WCMF | A | 3.7 | 4.9 | 6.6 | 7.2 | 6.4 | 131,100 |
| WPXN | BB | 4.2 | 4.0 | 4.6 | 3.3 | 6.1 | 101,100 |
| WPXY | R | 1.6 | 4.3 | 5.4 | 3.5 | 6.0 | 125,500 |
| WNYR | C | 3.7 | 5.0 | 5.1 | 5.8 | 5.1 | 98,600 |
| WDKX | B | 1.1 | 4.3 | 3.5 | 4.6 | 4.7 | 57,900 |
| WBBF | AC | 6.2 | 7.6 | 8.1 | 6.5 | 4.6 | 143,200 |
| WHFM | R | 6.8 | 6.0 | 4.5 | 4.5 | 4.2 | 102,500 |
| WSAY | AC | 1.3 | 0.5 | 2.6 | 4.3 | 3.6 | 88,800 |
| WCGR | AC | 0.6 | 1.0 | 0.8 | 1.2 | 1.5 | 13,000 |
| WFLC | C | 0.9 | 1.0 | 2.1 | 1.4 | 1.5 | 30,600 |
| WSYR-FM | A | ** | 0.5 | 0.5 | 0.5 | 1.0 | 20,400 |

## SACRAMENTO

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | Fall 80 | Sprg 81 | Fall 81 | |
| KZAP | A | 9.7 | 14.6 | 12.2 | 13.1 | 12.0 | 212,800 |
| KEWT | BM | 10.8 | 10.7 | 7.3 | 6.3 | 8.3 | 158,200 |
| KRAK | C | 6.4 | 6.4 | 9.0 | 8.3 | 8.2 | 143,600 |
| KSFM | AC | 3.8 | 5.1 | 6.2 | 7.9 | 7.9 | 183,200 |
| KGNR | N/T | 7.6 | 6.1 | 6.7 | 5.2 | 6.2 | 148,600 |
| KXOA-FM | MM | 7.1 | 5.5 | 5.5 | 6.1 | 5.8 | 147,800 |
| KCTC | BM | 3.6 | 5.3 | 4.7 | 5.1 | 4.2 | 83,900 |
| KHYL | O | 4.0 | 4.8 | 5.1 | 4.3 | 4.0 | 102,400 |
| KFBK | N/T | 5.4 | 4.0 | 5.5 | 3.7 | 3.8 | 113,800 |
| KPOP | B | 0.9 | 1.2 | 1.7 | 3.6 | 3.4 | 52,100 |
| KROY-FM | AC | 4.7 | 2.5 | 3.4 | 4.2 | 3.4 | 120,200 |
| KAER | BM | 1.5 | 2.4 | 4.0 | 2.7 | 3.1 | 79,500 |
| KWOD | AC | 2.2 | 3.6 | 3.2 | 3.1 | 3.1 | 95,800 |
| KGO | N/T | 3.3 | 2.1 | 2.2 | 3.1 | 2.2 | 53,600 |
| KGMS | AC | 4.6 | 2.7 | 3.7 | 3.0 | 2.1 | 59,900 |

## SALINAS-SEASIDE-MONTEREY

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | Fall 80 | Sprg 81 | Fall 81 | |
| KDON-FM | R | 17.8 | 11.4 | 8.4 | 17.1 | 11.6 | 74,500 |
| KGO | N/T | 9.1 | 9.3 | 12.0 | 6.5 | 9.7 | 38,900 |
| KIDD | R | 7.9 | 10.9 | 7.8 | 9.0 | 8.9 | 64,800 |
| KSJO | A | 2.0 | 1.3 | 3.3 | 1.6 | 6.5 | 28,900 |
| KCTY | SP | 8.9 | 5.9 | 9.2 | 4.7 | 5.9 | 15,400 |
| KTOM | C | 5.7 | 5.1 | 4.2 | 7.0 | 5.9 | 33,200 |
| KWYT | BM | 5.4 | 8.2 | 7.2 | 6.5 | 5.9 | 30,600 |
| KCBS | N | 3.7 | 3.2 | 4.2 | 4.1 | 5.4 | 34,600 |
| KWAV | AC | 4.0 | 7.2 | 5.8 | 4.9 | 4.6 | 34,500 |
| KBAY | BM | 3.0 | 4.0 | 3.6 | 3.4 | 3.2 | 22,800 |
| KFAT | C | 1.2 | 3.5 | 0.8 | 2.6 | 3.2 | 20,100 |
| KMBY | R | 2.7 | 1.9 | 1.7 | 5.4 | 3.0 | 22,500 |
| KDON | R | 3.0 | 0.8 | 5.0 | 0.5 | 2.4 | 20,000 |
| KLRB | AC | 2.2 | 3.7 | 5.8 | 3.6 | 2.4 | 20,300 |
| KNBR | AC | ** | 3.5 | 3.6 | 1.8 | 1.9 | 19,500 |

## SALT LAKE CITY

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KSL | AC | 10.5 | 8.5 | 11.1 | 11.1 | 10.5 | 220,000 |
| KSFI | BM | 6.5 | 6.0 | 8.9 | 9.2 | 8.9 | 152,100 |
| KALL | AC | 7.7 | 7.7 | 4.5 | 6.8 | 7.2 | 127,300 |
| KCPX-FM | A | 9.9 | 8.5 | 6.3 | 6.3 | 7.1 | 113,500 |
| KLUB | BM | 7.3 | 6.6 | 8.0 | 7.5 | 6.9 | 107,700 |
| KSOP-FM | C | 3.9 | 6.6 | 5.9 | 6.6 | 6.4 | 102,700 |
| KCPX | R | 7.0 | 5.8 | 8.1 | 6.4 | 5.0 | 137,700 |
| KRSP-FM | A | 5.7 | 4.9 | 4.9 | 4.8 | 5.0 | 125,300 |
| KFMY | AC | 2.3 | 1.5 | 2.0 | 3.3 | 4.7 | 107,100 |
| KISN | AC | 4.0 | 2.9 | 3.5 | 3.8 | 4.6 | 105,800 |
| KZAN | C | 2.8 | 2.8 | 3.3 | 4.2 | 4.0 | 63,000 |
| KALL-FM | AC | 4.0 | 6.1 | 4.3 | 2.0 | 3.5 | 84,000 |
| KDAB | AC | 2.4 | 4.3 | 3.6 | 4.5 | 3.2 | 96,900 |
| KWMS | N/T | 0.9 | 1.6 | 1.5 | 1.0 | 2.7 | 45,300 |
| KRSP | AC | 3.0 | 2.7 | 1.9 | 1.7 | 2.5 | 81,400 |

## SAN ANTONIO

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KTFM | A | 5.9 | 6.8 | 8.9 | 8.2 | 11.0 | 178,700 |
| KCOR | SP | 8.2 | 8.3 | 7.6 | 8.5 | 8.8 | 108,400 |
| KISS | A | 4.1 | 4.2 | 5.0 | 5.1 | 8.8 | 120,700 |
| KQXT | BM | 5.4 | 8.2 | 7.8 | 8.3 | 8.4 | 131,900 |
| KTSA | R | 8.8 | 9.1 | 10.7 | 11.6 | 7.9 | 219,800 |
| KKYX | C | 8.0 | 7.0 | 5.9 | 8.4 | 6.1 | 125,700 |
| KAJA | AC | 2.6 | 3.9 | 3.3 | 2.0 | 6.0 | 97,800 |
| WOAI | N/T | 7.5 | 5.9 | 5.0 | 6.1 | 5.7 | 120,300 |
| KITY | AC | 8.2 | 6.7 | 4.4 | 5.2 | 4.8 | 112,700 |
| KEDA | SP | 5.0 | 6.2 | 2.5 | 2.9 | 4.4 | 51,800 |
| KBUC-FM | C | 5.2 | 5.9 | 6.0 | 4.4 | 4.0 | 94,800 |
| KONO | R | 6.0 | 3.4 | 8.0 | 5.6 | 4.0 | 96,500 |
| KBUC | C | 3.2 | 2.7 | 2.7 | 3.3 | 3.2 | 57,400 |
| KCCW | C | 2.9 | 3.3 | 4.6 | 3.0 | 2.3 | 71,900 |
| KLLS | AC | 3.6 | 2.7 | 2.6 | 2.8 | 2.1 | 67,300 |

## SAN JOSE

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | S/O 80 | J/M 81 | M/J 81 | M/A 81 | S/O 81 | CUME |
|---|---|---|---|---|---|---|---|
| KBAY | BM | 5.9 | 6.0 | 6.2 | ** | 7.0 | 135,100 |
| KLOK | AC | 4.4 | 4.9 | 4.8 | ** | 5.2 | 169,900 |
| KSJO | A | 2.6 | 2.5 | 2.0 | ** | 4.9 | 126,500 |
| KCBS | N | 4.8 | 4.0 | 3.3 | ** | 4.9 | 176,900 |
| KOME | A | 5.4 | 6.8 | 7.6 | ** | 4.8 | 146,300 |
| KEZR | R | 5.1 | 4.7 | 5.6 | ** | 4.5 | 124,300 |
| KLIV | BB | 2.0 | 2.0 | 1.6 | ** | 3.0 | 79,700 |
| KARA | R | 3.7 | 3.5 | 3.3 | ** | 2.8 | 104,200 |
| KEEN | C | 4.4 | 3.8 | 3.4 | ** | 2.5 | 84,400 |
| KBLX | B | 1.7 | 2.8 | 1.9 | ** | 2.5 | 64,900 |
| KNTA | SP | 0.7 | 1.0 | 0.5 | ** | 1.6 | 29,700 |
| KABL-FM | BM | 0.9 | 1.0 | 1.0 | ** | 1.5 | 46,100 |
| KDFC | CL | 0.9 | 0.9 | 1.5 | ** | 1.3 | 54,700 |
| KFAT | C | 1.6 | 1.6 | 1.9 | ** | 1.2 | 50,300 |
| KPEN | J | 1.6 | 0.8 | 1.5 | ** | 1.2 | 40,100 |

## SANTA BARBARA, CA

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | O/N 79 | A/M 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KRUZ | BM | ** | ** | 11.0 | 11.8 | 12.2 | 29,600 |
| KDB-FM | BM | ** | ** | 11.4 | 6.2 | 11.1 | 22,800 |
| KTYD | A | ** | ** | 5.0 | 7.2 | 11.1 | 27,500 |
| KIST | AC | ** | ** | 7.8 | 9.7 | 7.9 | 35,500 |
| KTMS-FM | R | ** | ** | 4.6 | 8.7 | 7.4 | 28,500 |
| KNX | N | ** | ** | 7.3 | 7.7 | 6.3 | 23,100 |
| KBLS | BB | ** | ** | 0.9 | ** | 5.8 | 11,200 |
| KTMS | AC | ** | ** | 8.7 | 10.3 | 4.8 | 30,500 |
| KMET | A | ** | ** | 2.3 | 2.6 | 4.8 | 12,700 |
| KLOS | A | ** | ** | 1.8 | 5.1 | 4.2 | 13,200 |
| XTRA | AC | ** | ** | 0.9 | 3.6 | 3.2 | 9,500 |
| KDB | AC | ** | ** | 2.3 | 4.1 | 2.1 | 14,300 |
| KBBY | AC | ** | ** | 1.4 | 1.0 | 2.1 | 5,600 |
| KFI | R | ** | ** | 3.2 | 2.6 | 1.6 | 11,800 |
| KNX-FM | MM | ** | ** | 2.7 | 1.5 | 1.6 | 7,400 |

## SANTA ROSA, CA

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | O/N 79 | Sprg 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KGO | N/T | ** | 11.4 | 10.1 | 9.1 | 10.3 | 67,400 |
| KNEW | C | ** | 6.1 | 8.5 | 8.4 | 8.0 | 46,400 |
| KZST | BM | ** | 3.8 | 6.2 | 6.5 | 7.6 | 37,800 |
| KFRC | R | ** | 9.8 | 10.9 | 8.9 | 6.9 | 70,400 |
| KCBS | N | ** | 7.8 | 4.7 | 6.3 | 6.9 | 57,400 |
| KSRO | AC | ** | 1.8 | 4.4 | 2.6 | 5.9 | 48,300 |
| KREO | R | ** | 7.3 | 8.0 | 6.1 | 5.7 | 36,800 |
| KSFO | AC | ** | 3.0 | 2.6 | 3.3 | 5.5 | 19,000 |
| KABL | BM | ** | 2.8 | 3.9 | 5.6 | 5.0 | 34,200 |
| KNBR | AC | ** | 5.8 | 3.6 | 6.5 | 4.8 | 33,800 |
| KPLS | C | ** | ** | 3.4 | 2.1 | 3.4 | 18,900 |
| KABL-FM | BM | ** | 2.8 | 1.0 | 2.6 | 2.7 | 20,400 |
| KMEL | A | ** | ** | 3.9 | 4.0 | 2.7 | 30,200 |
| KCBS-FM | A | ** | ** | 1.6 | 0.5 | 1.8 | 21,100 |
| KDIA | B | ** | ** | ** | ** | 1.8 | 9,900 |

## SHREVEPORT

ARBITRON METRO TRENDS
Total persons 12+ Mon-Sun 6AM-Mid

| STATIONS | FORMAT | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KOKA | B | ** | 15.9 | 17.8 | 15.8 | 13.1 | 67,600 |
| KDKS | B | ** | ** | ** | 6.9 | 11.1 | 49,500 |
| KWKH | C | ** | 17.3 | 10.0 | 12.9 | 10.5 | 71,100 |
| KRMO-FM | C | ** | 12.0 | 8.6 | 10.5 | 10.0 | 58,600 |
| KCOZ | BM | ** | 10.0 | 11.0 | 10.7 | 8.5 | 46,700 |
| KEEL | R | ** | 14.5 | 13.0 | 9.8 | 8.3 | 65,700 |
| KROK | R | ** | 6.1 | 6.1 | 7.2 | 8.3 | 47,500 |
| KRMD | C | ** | 4.5 | 7.6 | 3.6 | 8.3 | 48,700 |
| KCIJ | B | ** | 6.4 | 11.0 | 7.9 | 7.6 | 33,300 |
| KMBQ | A | ** | 7.0 | 8.6 | 8.4 | 7.6 | 34,400 |
| KBCL | AC | ** | 1.4 | ** | 1.0 | 1.3 | 7,500 |
| KTAL | BM | ** | ** | ** | ** | 1.1 | 5,000 |
| KASO | AC | ** | 1.1 | 2.0 | 1.9 | 0.9 | 8,600 |
| KEPT | REL | ** | 1.1 | 1.0 | 1.2 | 0.9 | 12,900 |

## SPOKANE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KXLY-FM | BM | 6.7 | 9.6 | 8.4 | 9.8 | 11.9 | 55,200 |
| KJRB | R | 15.5 | 12.3 | 13.2 | 12.9 | 11.2 | 77,900 |
| KHQ-FM | R | 7.5 | 10.9 | 7.4 | 10.2 | 10.5 | 64,800 |
| KREM-FM | A | 10.9 | 9.1 | 10.0 | 12.9 | 9.6 | 57,300 |
| KHQ | AC | 8.3 | 8.4 | 7.9 | 6.9 | 7.9 | 61,500 |
| KEZE | AC | 14.2 | 9.6 | 7.9 | 6.2 | 6.3 | 35,500 |
| KSPO | N | 4.1 | 6.2 | 6.7 | 9.6 | 6.1 | 42,500 |
| KGA | C | 7.0 | 7.7 | 6.5 | 6.2 | 5.8 | 48,400 |
| KZUN-FM | C | 3.4 | 3.2 | 5.3 | 4.7 | 5.8 | 30,400 |
| KXXR | BB | 0.8 | 4.0 | 3.9 | 4.0 | 5.1 | 17,100 |
| KREM | R | 4.7 | 3.2 | 4.9 | 2.9 | 4.7 | 41,900 |
| KDRK | C | 4.7 | 5.4 | 3.2 | 5.1 | 3.0 | 20,700 |
| KXLY | AC | 3.1 | 3.2 | 4.2 | 2.4 | 2.8 | 37,000 |
| KUDY | REL | ** | ** | 0.5 | ** | 0.7 | 5,900 |
| KZUN | C | 1.8 | 1.5 | 1.4 | 1.8 | 0.7 | 10,600 |

## SPRINGFIELD, MA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WHYN-FM | BM | ** | 13.8 | 14.0 | 13.9 | 12.5 | 110,100 |
| WHYN | AC | ** | 10.9 | 11.5 | 10.9 | 10.2 | 148,300 |
| WMAS-FM | AC | ** | 7.5 | 10.6 | 11.1 | 7.8 | 99,800 |
| WMAS | BB | ** | 9.9 | 9.3 | 10.5 | 7.3 | 76,900 |
| WCCC-FM | A | ** | 8.1 | 7.6 | 6.0 | 6.0 | 81,800 |
| WAQY | A | ** | 8.0 | 6.8 | 5.3 | 4.9 | 93,600 |
| WTIC | AC | ** | 3.4 | 4.3 | 3.4 | 3.7 | 70,300 |
| WSPR | AC | ** | 4.7 | 2.9 | 2.9 | 3.5 | 64,200 |
| WTIC-FM | R | ** | 0.4 | 1.0 | 0.8 | 3.3 | 53,800 |
| WRCH | BM | ** | 4.4 | 3.1 | 3.1 | 2.9 | 41,200 |
| WAAF | A | ** | 1.9 | 2.8 | 3.9 | 2.8 | 46,500 |
| WLDM | AC | ** | 1.2 | 0.3 | 0.8 | 2.6 | 18,600 |
| WHMP | AC | ** | 3.3 | 1.8 | 3.2 | 2.5 | 28,400 |
| WIXY | C | ** | 1.5 | 3.6 | 1.8 | 2.4 | 34,700 |
| WREB | T | ** | 2.5 | 3.3 | 2.5 | 2.4 | 18,400 |

## STOCKTON, CA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | Fall 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KRAK | C | ** | 13.6 | 9.9 | 12.2 | 9.6 | 48,400 |
| KJAX | BM | ** | 9.6 | 10.7 | 8.5 | 9.1 | 42,800 |
| KNBR | AC | ** | 7.2 | 7.0 | 4.6 | 8.0 | 42,200 |
| KJOY | AC | ** | 6.6 | 8.6 | 4.6 | 6.7 | 49,900 |
| KCBS | N | ** | 5.9 | 5.5 | 5.1 | 6.0 | 41,400 |
| KHOP | R | ** | 8.2 | 8.1 | 7.6 | 5.8 | 44,500 |
| KSTN-FM | SP | ** | 3.2 | 6.0 | 6.3 | 4.9 | 23,500 |
| KWIN | AC | ** | 2.4 | 2.6 | 3.9 | 4.4 | 31,700 |
| KQKK | C | ** | 1.1 | 1.0 | 2.5 | 4.0 | 20,500 |
| KSTN | B | ** | 5.3 | 2.9 | 4.2 | 3.8 | 35,000 |
| KGO | N/T | ** | 3.7 | 3.1 | 3.5 | 3.3 | 21,600 |
| KOSO | A | ** | 0.8 | ** | 3.0 | 3.1 | 21,600 |
| KZAP | A | ** | 1.3 | 2.6 | 3.9 | 2.9 | 22,900 |
| KFMR | C | ** | 0.5 | 1.3 | 2.8 | 2.2 | 18,800 |
| KWGF | A | ** | 2.7 | 1.0 | 3.0 | 2.2 | 18,400 |

## SYRACUSE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WSYR-FM | A | 3.3 | 8.7 | 9.6 | 12.1 | 13.8 | 136,400 |
| WSYR | N/T | 18.0 | 15.5 | 14.7 | 14.6 | 13.0 | 168,200 |
| WHEN | AC | 7.7 | 10.3 | 11.3 | 10.1 | 10.7 | 155,500 |
| WKFM | R | 4.8 | 4.8 | 4.7 | 4.5 | 7.4 | 85,100 |
| WFBL | BB | 6.1 | 3.8 | 2.3 | 7.9 | 7.3 | 80,300 |
| WNTQ | BM | 6.8 | 6.7 | 5.4 | 3.8 | 5.0 | 50,300 |
| WNDR | O | 7.1 | 5.0 | 5.1 | 5.5 | 4.7 | 69,300 |
| WEZG-FM | BM | 6.1 | 5.5 | 6.2 | 3.7 | 4.0 | 56,000 |
| WSEN-FM | C | 2.7 | 4.1 | 5.5 | 6.0 | 3.9 | 53,400 |
| WRRB | BM | 2.2 | 2.5 | 1.6 | 0.8 | 3.6 | 35,300 |
| WAQX | A | 6.8 | 5.4 | 5.7 | 6.4 | 3.6 | 60,600 |
| WSEN | C | 2.9 | 2.3 | 3.8 | 2.0 | 2.4 | 31,600 |
| WOUR | A | 1.5 | 2.5 | 1.9 | 1.7 | 2.1 | 25,500 |
| WRCK | R | ** | ** | ** | 0.9 | 2.1 | 21,100 |
| WSGO | AC | 1.5 | 1.8 | ** | 1.1 | 1.8 | 16,200 |

## TOLEDO

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| WLQR | BM | 15.4 | 10.8 | 16.0 | 13.1 | 12.9 | 160,800 |
| WIOT | A | 19.7 | 15.1 | 14.9 | 14.2 | 11.8 | 174,400 |
| WSPD | AC | 10.3 | 9.8 | 11.3 | 10.3 | 11.8 | 193,500 |
| WMHE | A | 7.4 | 8.6 | 8.6 | 11.0 | 10.2 | 153,800 |
| WTOD | C | 9.0 | 9.2 | 6.9 | 8.4 | 7.8 | 77,200 |
| WJR | AC | 5.6 | 5.9 | 5.7 | 6.3 | 6.6 | 109,400 |
| WKLR | C | 1.9 | 4.6 | 1.9 | 3.8 | 5.2 | 79,800 |
| WXEZ | A | 4.3 | 7.1 | 3.5 | 1.7 | 4.5 | 92,900 |
| WOHO | AC | 4.4 | 7.6 | 8.7 | 4.6 | 4.2 | 121,400 |
| CKLW | AC | 2.4 | 2.3 | 3.1 | 2.4 | 2.5 | 81,700 |
| WCWA | O | 4.3 | 1.3 | 2.2 | 3.2 | 2.3 | 59,400 |
| WVOI | B | ** | ** | ** | ** | 2.1 | 22,000 |
| WRIF | A | 0.6 | 0.5 | 1.0 | 0.7 | 1.5 | 26,300 |
| WWWW | C | 0.6 | 0.7 | 0.6 | 1.7 | 1.2 | 20,100 |
| WCXI | C | 0.8 | 1.1 | 1.2 | 1.0 | 1.1 | 15,900 |

## TULSA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | CUME |
|---|---|---|---|---|---|---|---|
| KVOO | C | 16.9 | 19.7 | 18.4 | 17.2 | 15.4 | 170,100 |
| KRMG | AC | 20.0 | 16.7 | 20.3 | 16.0 | 14.0 | 176,500 |
| KWEN | C | 7.1 | 5.7 | 5.8 | 7.0 | 13.3 | 133,600 |
| KRAV-FM | AC | 9.8 | 11.5 | 7.4 | 11.8 | 12.4 | 152,100 |
| KBEZ | BM | 10.1 | 11.4 | 10.1 | 10.6 | 9.1 | 97,100 |
| KMOD-FM | A | 10.1 | 12.1 | 13.3 | 8.6 | 8.3 | 89,200 |
| KRAV | AC | 1.0 | 0.7 | 0.5 | 2.7 | 5.6 | 49,000 |
| KTFX | C | 4.5 | 3.2 | 4.7 | 4.6 | 4.8 | 67,500 |
| KCFO | REL | 1.7 | 2.9 | 2.5 | 3.5 | 3.2 | 46,200 |
| KELI | O | 4.9 | 5.3 | 3.4 | 2.9 | 2.1 | 56,700 |
| KAKC | REL | 1.5 | 0.8 | 1.4 | 0.6 | 1.7 | 25,300 |
| KMOD | R | 1.8 | ** | 1.7 | 1.4 | 1.7 | 41,600 |
| KMYO | AC | 2.2 | 0.9 | 1.3 | 3.5 | 1.5 | 32,200 |
| KWPR | C | 0.5 | ** | ** | ** | 0.7 | 11,200 |
| KTOW | C | 0.3 | 0.5 | ** | ** | 0.4 | 6,400 |

## WENATCHEE, WA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| KPQ | R | ** | ** | 36.5 | 28.3 | 27.7 | 36,400 |
| KUEN | C | ** | ** | 12.2 | 19.6 | 22.3 | 16,400 |
| KPQ-FM | BM | ** | ** | 13.5 | 18.5 | 12.8 | 16,600 |
| KWWW | AC | ** | ** | 21.6 | 13.0 | 12.8 | 18,900 |
| KYJR | AC | ** | ** | ** | 1.1 | 11.7 | 9,900 |
| KOZI | N/T | ** | ** | 6.8 | 1.1 | 4.3 | 6,400 |

## WEST PALM BEACH

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WEAT-FM | BM | 16.9 | 14.6 | 12.2 | 14.9 | 13.0 | 124,400 |
| WIRK-FM | C | 13.2 | 11.4 | 13.0 | 6.7 | 7.4 | 77,900 |
| WPOM | B | 2.5 | 6.8 | 1.6 | 6.4 | 7.4 | 34,800 |
| WRMF | AC | 4.6 | 5.3 | 8.7 | 10.2 | 6.9 | 61,900 |
| WIZD | A | ** | ** | 2.2 | 6.4 | 5.4 | 59,300 |
| WHYI | R | 4.0 | 3.9 | 6.5 | 3.4 | 5.3 | 72,700 |
| WPBR | N/T | 4.1 | 5.7 | 4.9 | 3.0 | 5.1 | 48,000 |
| WJNO | N | 3.0 | 3.3 | 3.6 | 4.6 | 3.9 | 71,900 |
| WNJY | BM | 5.2 | 3.0 | 5.9 | 3.5 | 3.8 | 39,800 |
| WLYF | BM | 2.8 | 2.3 | 1.8 | 3.1 | 3.2 | 40,800 |
| WSHE | A | 3.0 | 2.7 | 2.3 | 2.4 | 3.1 | 43,400 |
| WEAT | C | 3.9 | 1.7 | 2.7 | 2.0 | 2.4 | 34,800 |
| WIOD | AC | 1.3 | 2.9 | 1.8 | 1.5 | 2.2 | 30,000 |
| WRBD | B | 1.2 | 1.4 | 2.1 | 1.9 | 2.2 | 20,700 |
| WSBR | BB | 1.9 | 1.4 | 0.8 | 1.4 | 2.1 | 19,800 |

## WICHITA

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| KEYN | R | 9.6 | 10.0 | 11.2 | 14.5 | 15.5 | 109,300 |
| KFH | C | 17.3 | 11.2 | 11.9 | 12.1 | 13.0 | 94,500 |
| KFDI | C | 12.7 | 13.3 | 10.4 | 10.2 | 11.5 | 78,600 |
| KICT | A | 9.4 | 8.8 | 14.5 | 7.8 | 8.9 | 53,600 |
| KAKZ | BB | 9.8 | 7.8 | 8.6 | 5.6 | 7.8 | 72,300 |
| KKRD | AC | 7.3 | 9.4 | 7.2 | 5.8 | 7.2 | 54,200 |
| KBRA | BM | 11.3 | 13.3 | 7.4 | 10.6 | 6.6 | 45,900 |
| KFDI-FM | C | 2.9 | 7.6 | 9.2 | 5.6 | 5.2 | 50,000 |
| KQAM | O | 3.1 | 2.9 | 3.5 | 5.2 | 5.2 | 39,000 |
| KWKN | AC | 5.4 | 3.7 | 5.3 | 3.7 | 4.3 | 46,400 |
| KGCS | C | 0.8 | 3.9 | 3.1 | 6.5 | 4.1 | 30,000 |
| KOEZ | BM | 0.6 | 0.6 | 1.4 | 2.0 | 1.6 | 15,900 |
| KSGL | REL | 1.5 | 1.2 | 1.2 | 2.2 | 0.8 | 11,300 |
| KJRG | REL | ** | 0.4 | 0.4 | 0.7 | 0.6 | 4,900 |
| KSKU | AC | 1.3 | 0.8 | 0.6 | 0.7 | 0.6 | 13,100 |

## WILKES BARRE-SCRANTON

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WNAK | AC | ** | 9.2 | 9.8 | 8.1 | 10.3 | 66,200 |
| WKRZ-FM | AC | ** | 2.9 | 7.7 | 10.5 | 9.3 | 131,100 |
| WARM | AC | ** | 12.9 | 10.3 | 9.8 | 9.0 | 151,900 |
| WEZX | A | ** | 5.8 | 7.5 | 7.3 | 8.8 | 87,800 |
| WGBI-FM | AC | ** | 8.2 | 9.6 | 5.6 | 7.3 | 104,700 |
| WEJL | AC | ** | 4.2 | 4.3 | 3.8 | 4.4 | 63,000 |
| WARD | N/T | ** | 1.0 | 1.3 | 1.2 | 4.1 | 26,400 |
| WYZZ | BM | ** | 4.4 | 3.4 | 4.2 | 3.6 | 47,300 |
| WILK | R | ** | 6.0 | 3.7 | 6.2 | 3.3 | 83,000 |
| WGBI | C | ** | 3.0 | 2.8 | 2.7 | 3.2 | 56,500 |
| WICK | BM | ** | 3.0 | 1.6 | 3.4 | 2.9 | 42,000 |
| WBAX | C | ** | 3.8 | 1.4 | 2.9 | 2.5 | 39,600 |
| WVCD | BM | ** | 4.1 | 3.8 | 3.2 | 2.5 | 39,300 |
| WZZO | A | ** | 2.0 | 1.0 | 1.7 | 2.4 | 26,100 |

## WILMINGTON, DE

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | Fall 80 | Sprg 81 | Fall 81 | |
| WSTW | R | ** | 11.4 | 13.4 | 13.6 | 11.6 | 112,700 |
| WJBR-FM | BM | ** | 11.1 | 8.4 | 10.2 | 10.1 | 86,100 |
| WDEL | AC | ** | 8.4 | 9.4 | 8.4 | 9.9 | 102,000 |
| WMMR | A | ** | 3.7 | 3.0 | 8.5 | 7.9 | 83,200 |
| WCAU-FM | R | ** | 1.3 | 1.4 | 2.5 | 5.2 | 59,700 |
| WUSL | C | ** | 3.2 | 1.2 | 2.5 | 4.3 | 39,700 |
| WMGK | AC | ** | 3.9 | 4.9 | 4.6 | 4.1 | 53,700 |
| WYSP | A | ** | 3.6 | 5.9 | 4.0 | 3.5 | 57,700 |
| WILM | N | ** | 3.2 | 7.3 | 4.3 | 2.9 | 52,900 |
| WIOQ | A | ** | 6.1 | 2.7 | 4.5 | 2.9 | 45,400 |
| WAMS | C | ** | 3.6 | 2.6 | 1.7 | 2.5 | 43,800 |
| WIP | AC | ** | 2.3 | 1.8 | 2.1 | 2.5 | 41,700 |
| WWDB | T | ** | 1.3 | 1.8 | 1.3 | 2.5 | 22,800 |
| WEAZ | BM | ** | 3.0 | 2.1 | 2.1 | 2.4 | 27,100 |
| KYW | N | ** | 2.9 | 2.1 | 1.7 | 2.3 | 39,900 |

## WORCESTER

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WSRS | BM | ** | 16.0 | 19.0 | 15.2 | 15.4 | 106,400 |
| WAAF | A | ** | 12.5 | 12.5 | 11.7 | 12.6 | 86,300 |
| WTAG | N | ** | 16.4 | 11.8 | 12.1 | 9.8 | 91,800 |
| WROR | AC | ** | 6.7 | 4.6 | 6.0 | 6.1 | 44,100 |
| WBZ | AC | ** | 6.9 | 7.6 | 6.0 | 5.9 | 54,600 |
| WNEB | BB | ** | 2.6 | 2.6 | 5.5 | 5.6 | 39,300 |
| WFTQ | R | ** | 5.3 | 6.6 | 6.2 | 5.4 | 58,100 |
| WCOZ | A | ** | 2.0 | 3.9 | 4.7 | 4.7 | 46,700 |
| WEEI-FM | MM | ** | 3.6 | 3.5 | 3.3 | 4.0 | 30,100 |
| WQVR | C | ** | 2.4 | 2.9 | 3.1 | 3.1 | 12,600 |
| WORC | AC | ** | 2.6 | 5.0 | 3.1 | 3.0 | 43,100 |
| WGFP | C | ** | ** | ** | 0.5 | 1.9 | 7,600 |
| WPJB | R | ** | 2.0 | 2.4 | 1.7 | 1.9 | 25,600 |
| WBCN | A | ** | 2.6 | 1.7 | 2.2 | 1.7 | 21,100 |
| WJIB | BM | ** | 2.0 | 1.5 | 2.1 | 1.7 | 17,900 |

## YORK

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WSBA | AC | ** | 12.6 | 11.2 | 11.0 | 10.8 | 99,400 |
| WQXA | R | ** | 9.9 | 9.4 | 11.6 | 10.6 | 88,500 |
| WRKZ | C | ** | 3.2 | 6.1 | 9.0 | 10.1 | 54,500 |
| WYCR | R | ** | 9.5 | 9.2 | 7.4 | 9.3 | 71,800 |
| WSBA-FM | AC | ** | 9.7 | 9.2 | 7.6 | 7.3 | 57,400 |
| WNOW | C | ** | 5.9 | 7.4 | 8.7 | 6.5 | 29,800 |
| WNCE | BM | ** | 6.5 | 6.5 | 6.1 | 5.4 | 39,400 |
| WTPA | A | ** | 0.8 | 1.2 | 4.5 | 5.0 | 30,700 |
| WRHY | BB | ** | 3.7 | 1.2 | 2.2 | 4.1 | 19,600 |
| WHVR | AC | ** | 2.4 | 6.1 | 2.9 | 2.4 | 33,900 |
| WXYV | AC | ** | ** | ** | ** | 2.4 | 7,100 |
| WHP-FM | BM | ** | 3.4 | 2.7 | 1.6 | 2.2 | 21,100 |
| WPOC | C | ** | 3.0 | 4.9 | 4.5 | 1.7 | 15,100 |

## YOUNGSTOWN-WARREN

| STATIONS | FORMAT | ARBITRON METRO TRENDS Total persons 12+ Mon-Sun 6AM-Mid | | | | | CUME |
|---|---|---|---|---|---|---|---|
| | | O/N 79 | A/M 80 | O/N 80 | Sprg 81 | Fall 81 | |
| WBBW | N/T | 14.4 | 14.2 | 12.3 | 11.4 | 13.7 | 111,800 |
| WKBN-FM | BM | 13.7 | 15.5 | 12.3 | 11.7 | 10.5 | 102,600 |
| WSRD | A | 4.7 | 7.5 | 5.7 | 8.6 | 9.5 | 96,900 |
| WHOT | AC | 8.9 | 10.5 | 9.4 | 8.2 | 8.1 | 107,200 |
| WYFM | R | 10.5 | 9.6 | 10.5 | 9.0 | 8.0 | 119,200 |
| WKBN | AC | 11.2 | 9.5 | 9.2 | 9.0 | 6.7 | 102,400 |
| WQXK | C | ** | 2.2 | 5.7 | 5.9 | 6.3 | 42,200 |
| WFMJ | AC | 5.5 | 4.2 | 5.5 | 4.7 | 5.4 | 60,800 |
| WDMT | B | 1.7 | 1.1 | 2.4 | 3.8 | 4.3 | 28,600 |
| WRRO | AC | 3.8 | 1.9 | 2.5 | 2.7 | 3.5 | 45,600 |
| WQOD | BM | 0.4 | ** | 1.0 | 0.7 | 3.3 | 34,500 |
| WNIO | C | 4.4 | 1.4 | 2.5 | 4.3 | 2.5 | 23,400 |
| WMMS | A | 3.1 | 3.0 | 2.9 | 3.9 | 2.2 | 34,400 |
| WWWE | C | 1.7 | 1.7 | 0.8 | 1.0 | 2.0 | 26,600 |
| WWWM | R | 1.3 | 0.9 | 1.3 | 1.6 | 1.6 | 23,400 |

## FOCUS ON THE FORMATS

### LATEST TRENDS

| FORMAT | FALL '80 | SPRING '81 | FALL '81 | % CHANGE |
|---|---|---|---|---|
| Adult Contemporary | 25% | 27% | 23% | -4% |
| Rock | 18% | 15% | 17% | +2% |
| Country | 14% | 14% | 16% | +2% |
| Beautiful Music | 17% | 16% | 13% | -3% |
| Album Rock | 11% | 12% | 12% | 0% |
| News/Talk | 6% | 6% | 6% | 0% |
| Black | 5% | 6% | 6% | 0% |
| Big Band | 1% | 2% | 2% | 0% |
| Spanish | 1% | 1% | 2% | +1% |
| Religion | — | — | 1% | — |
| Other | 1% | 1% | 2% | +1% |

**48%** **AM vs FM** **52%**

**Number of Stations: 1,849**

Both rock and country formats show most growth (up 2 overall shares). Rock rebounds from previous 3 share decrease. Could be attributable to resurgence of 60's type top forty stations using short playlist, lots of jingles, uptempo air personalities. Adult contemporary shows biggest decrease losing four total shares. Still maintains highest percentage of overall measured listening. Beautiful music continues to post decreases now losing three shares. Syndicators currently unable to save beautiful music audience which is greying. Big band competitors remain stable with quick growth, popularity. Ethnic closeup: black stations maintain 6% of all overall measured listening. Spanish stations show one share increase.

# ADULT CONTEMPORARY CLOSE-UP

The format continued to hold largest market share, despite a decline from 27% to 23%. Average station share declined from 6.7 to 5.6, with AM leading FM both in average station share (5.8 to 5.2) and in the percentage of stations having the format (63% to 37%).

**MARKET SHARE: 23%**

AM **63%** vs FM **37%**

| AVERAGE SHARE PER STATION | |
|---|---|
| Spring '81 | 6.7% |
| Fall '81 | 5.6% |
| Change | -1.1% |

| AM | |
|---|---|
| Fall '81 | 5.8% |

| FM | |
|---|---|
| Fall '81 | 5.2% |

## TOP 25 ADULT CONTEMPORARY STATIONS

### Quarter Hour

| | STATION | MARKET | SHARE |
|---|---|---|---|
| 1. | WJBC | Bloomington | 40.7 |
| 2. | KFAB | Omaha | 25.0 |
| 3. | WKEE-FM | Huntington-Ashland | 24.2 |
| 4. | WTIC | Hartford | 23.8 |
| 5. | WCCO | Minneapolis | 22.9 |
| 6. | WOWO | Ft. Wayne | 20.5 |
| 7. | KDKA | Pittsburgh | 19.8 |
| 8. | KFQD | Anchorage | 17.3 |
| 9. | WRVA | Richmond | 16.6 |
| 10. | WHBC | Canton | 16.4 |
| 10. | WHP | Harrisburg | 16.4 |
| 12. | WGY | Albany | 15.8 |
| 13. | KSTP-FM | Minneapolis | 14.8 |
| 14. | WVLK | Lexington | 14.6 |
| 15. | WELI | New Haven | 14.6 |
| 16. | WRAL-FM | Raleigh-Durham | 14.4 |
| 16. | KRMG | Tulsa | 14.0 |
| 18. | WIBC | Indianapolis | 13.5 |
| 19. | WMBD | Peoria | 13.3 |
| 20. | WKZO | Kalamazoo | 13.2 |
| 21. | WBEN | Buffalo | 13.1 |
| 22. | WTVN | Columbus, OH | 13.0 |
| 23. | WIBA | Madison | 12.9 |

### Cume

| | STATION | MARKET | CUME |
|---|---|---|---|
| 1. | WNBC | New York | 2,204,500 |
| 2. | WABC | New York | 2,067,700 |
| 3. | WYNY-FM | New York | 1,788,200 |
| 4. | WJR | Detroit | 861,100 |
| 5. | KDKA | Pittsburgh | 805,100 |
| 6. | WCCO | Minneapolis | 804,800 |
| 7. | WMGK-FM | Philadelphia | 710,900 |
| 8. | KRTH-FM | Los Angeles | 708,600 |
| 9. | WBZ | Boston | 707,000 |
| 10. | KHTZ-FM | Los Angeles | 699,800 |
| 11. | WCLR-FM | Chicago | 694,700 |
| 12. | WHDH | Boston | 678,200 |
| 13. | KFI | Los Angeles | 654,500 |
| 14. | WIP | Philadelphia | 616,700 |
| 15. | WBBM-FM | Chicago | 602,400 |
| 16. | KRLA | Los Angeles | 592,600 |
| 17. | WFYR-FM | Chicago | 589,400 |
| 18. | WMAL | Washington, D.C. | 576,500 |
| 19. | WTFM-FM | New York | 575,200 |
| 20. | WNIC-FM | Detroit | 571,400 |
| 21. | XTRA | Los Angeles | 568,000 |
| 22. | KSTP-FM | Minneapolis | 515,300 |
| 23. | KNBR | San Francisco | 464,600 |
| 24. | KVIL-FM | Dallas | 455,100 |
| 25. | WTAE | Pittsburgh | 453,300 |

**Methodology:** Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%.) AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or Metro Cume"

# ROCK CLOSE-UP

Rock held second-largest market share with 17%—up from 15% in the Spring. Average station share inched upward by 0.1 share. FM's make up 71% of stations included, although AM leads FM in average station share 8.5 to 6.9.

**MARKET SHARE: 17%**

AM **29%** vs FM **71%**

| AVERAGE SHARE PER STATION | |
|---|---|
| Spring '81 | 7.2% |
| Fall '81 | 7.3% |
| Change | +0.1% |

| AM | |
|---|---|
| Fall '81 | 8.5% |

| FM | |
|---|---|
| Fall '81 | 6.9% |

## TOP 25 ROCK STATIONS

### Quarter Hour

| | STATION | MARKET | SHARE |
|---|---|---|---|
| 1. | WNOK-FM | Columbia, S.C. | 20.0 |
| 2. | KHFI-FM | Austin | 17.8 |
| 3. | KZFM-FM | Corpus Christi | 17.7 |
| 4. | WMEE-FM | Ft. Wayne | 17.3 |
| 5. | WFMF-FM | Baton Rouge | 16.5 |
| 6. | WLAP-FM | Lexington | 16.3 |
| 7. | WBNQ-FM | Bloomington | 15.9 |
| 8. | WXLK-FM | Roanoke | 15.8 |
| 9. | KBFM-FM | McAllen | 15.6 |
| 10. | KEYN-FM | Wichita | 15.5 |
| 10. | WSKZ-FM | Chattanooga | 15.5 |
| 12. | WLAN-FM | Lancaster | 15.4 |
| 13. | WDOQ-FM | Daytona Beach | 14.3 |
| 14. | WICC | Bridgeport | 13.9 |
| 15. | WABB-FM | Mobile | 13.7 |
| 16. | WRVQ-FM | Richmond | 13.5 |
| 17. | KFMX-FM | Lubbock | 13.2 |
| 18. | WWKX-FM | Nashville | 12.9 |
| 19. | WROV | Roanoke | 12.6 |
| 19. | WKFR-FM | Kalamazoo | 12.6 |
| 21. | WIVY-FM | Jacksonville | 12.5 |
| 21. | KSEL-FM | Lubbock | 12.5 |
| 23. | WKZW-FM | Peoria | 12.1 |

### Cume

| | STATION | MARKET | CUME |
|---|---|---|---|
| 1. | WLS | Chicago | 1,044,100 |
| 2. | KFRC | San Francisco | 835,200 |
| 3. | WLS-FM | Chicago | 798,800 |
| 4. | KIQQ-FM | Los Angeles | 674,600 |
| 5. | KIIS-FM | Los Angeles | 632,600 |
| 6. | WPIX-FM | New York | 630,300 |
| 7. | WCAU-FM | Philadelphia | 628,500 |
| 8. | WKQX-FM | Chicago | 578,200 |
| 9. | KRBE-FM | Houston | 381,800 |
| 10. | WPGC A/F | Washington, D.C. | 369,700 |
| 11. | WVBF-FM | Boston | 368,400 |
| 12. | KRLY-FM | Houston | 353,800 |
| 13. | WIFI-FM | Philadelphia | 327,300 |
| 14. | KEGL-FM | Dallas | 326,700 |
| 15. | WDRQ-FM | Detroit | 318,900 |
| 16. | KGW | Portland, OR | 300,800 |
| 17. | WINZ-FM | Miami | 297,500 |
| 18. | KSLQ-FM | St. Louis | 296,700 |
| 19. | WXKX-FM | Pittsburgh | 295,100 |
| 20. | WRBQ-FM | Tampa | 292,300 |
| 21. | WBSB-FM | Baltimore | 281,500 |
| 22. | WKBW | Buffalo | 265,800 |
| 22. | WHB | Kansas City | 265,800 |
| 24. | WGCL-FM | Cleveland | 262,200 |
| 25. | KIMN | Denver | 247,300 |

**Methodology:** Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or Metro Cume".

# COUNTRY MUSIC CLOSE-UP

Country's market share moved up from 14% to 16%, even though the average station's share declined from 6.2 to 5.2. AM's make up a greater percentage of the total stations (58% to 42%). However, FM stations have higher average station shares.

**MARKET SHARE: 16%**

AM **58%** vs FM **42%**

| AVERAGE SHARE PER STATION | |
|---|---|
| Spring '81 | 6.2% |
| Fall '81 | 5.2% |
| Change | -1.0% |

| AM | |
|---|---|
| Fall '81 | 4.7% |
| **FM** | |
| Fall '81 | 5.9% |

## TOP 25 COUNTRY STATIONS

### Quarter Hour

| | STATION | MARKET | SHARE |
|---|---|---|---|
| 1. | WKSJ-FM | Mobile | 19.3 |
| 2. | WIVK-FM | Knoxville | 19.0 |
| 3. | KSSN-FM | Little Rock | 17.7 |
| 3. | WZZK-FM | Birmingham | 17.7 |
| 5. | KLLL-FM | Lubbock | 17.4 |
| 6. | WSOC-FM | Charlotte | 17.3 |
| 7. | WSLC | Roanoke | 16.6 |
| 8. | WTQR-FM | Greensboro | 15.8 |
| 9. | WCOS-FM | Columbia, S.C. | 15.7 |
| 10. | KVOO | Tulsa | 15.4 |
| 11. | KSO | Des Moines | 15.0 |
| 12. | WXBQ-FM | Johnson City | 14.7 |
| 13. | WYNK-FM | Baton Rouge | 14.3 |
| 14. | KUZZ | Bakersfield | 14.1 |
| 15. | WHUM | Reading | 13.6 |
| 15. | WDAF | Kansas City | 13.6 |
| 17. | WOHK | Ft. Wayne | 13.5 |
| 18. | WJCW | Johnson City | 13.4 |
| 19. | KWEN-FM | Tulsa | 13.3 |
| 19. | WOKK-FM | Jacksonville | 13.3 |
| 21. | KFH | Wichita | 13.0 |
| 21. | KYKR-FM | Beaumont | 13.0 |
| 23. | WESC-FM | Greenville, S.C. | 12.7 |
| 24. | WTSO | Madison | 12.5 |
| 25. | KCUB | Tucson | 12.4 |

### Cume

| | STATION | MARKET | CUME |
|---|---|---|---|
| 1. | WHN | New York | 940,100 |
| 2. | WMAQ | Chicago | 776,300 |
| 3. | KLAC | Los Angeles | 594,700 |
| 4. | KSCS-FM | Dallas | 492,900 |
| 5. | WJEZ-FM | Chicago | 485,100 |
| 6. | KZLA-FM | Los Angeles | 443,700 |
| 7. | KIKK-FM | Houston | 423,400 |
| 8. | WBAP | Dallas | 417,000 |
| 9. | WWWW-FM | Detroit | 389,800 |
| 10. | KILT-FM | Houston | 387,500 |
| 11. | KNEW | San Francisco | 325,100 |
| 12. | WDGY | Minneapolis | 321,400 |
| 13. | WUSL-FM | Philadelphia | 311,900 |
| 14. | WFIL | Philadelphia | 311,000 |
| 15. | WDAF | Kansas City | 286,800 |
| 16. | WIL-FM | St. Louis | 285,800 |
| 17. | WCXI | Detroit | 281,900 |
| 18. | KSD | St. Louis | 275,400 |
| 19. | WHK | Cleveland | 267,700 |
| 20. | WSUN | Tampa | 239,400 |
| 21. | WBCS-FM | Milwaukee | 229,200 |
| 22. | KPLX-FM | Dallas | 227,500 |
| 23. | KILT | Houston | 227,100 |
| 24. | KNIX-FM | Phoenix | 224,900 |
| 25. | WPOC-FM | Baltimore | 224,100 |

**Methodology:** Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%.) AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or Metro Cume."

# BEAUTIFUL MUSIC CLOSE-UP

The format dropped from second in market share to fourth (16% to 13%), and average station shares also declined (from 7.4 to 6.4). Nearly all Beautiful Music stations are FM, and FM average station shares were nearly double those of the AM's.

**MARKET SHARE: 13%**

AM **9%** vs FM **91%**

| AVERAGE SHARE PER STATION | |
|---|---|
| Spring '81 | 7.4% |
| Fall '81 | 6.4% |
| Change | -1.0% |

| AM | |
|---|---|
| Fall '81 | 3.6% |

| FM | |
|---|---|
| Fall '81 | 6.7% |

## TOP 25 BEAUTIFUL MUSIC STATIONS

### Quarter Hour

| | STATION | MARKET | SHARE |
|---|---|---|---|
| 1. | WPVR-FM | Roanoke | 17.8 |
| 2. | WEZO-FM | Rochester, N.Y. | 16.9 |
| 3. | WEZN-FM | Bridgeport | 15.9 |
| 4. | WEZK-FM | Knoxville | 15.5 |
| 5. | WSRS-FM | Worcester | 15.4 |
| 6. | WHIO-FM | Dayton | 15.2 |
| 7. | KBEE-FM | Modesto | 15.1 |
| 8. | WSWT-FM | Peoria | 14.7 |
| 9. | WEZV-FM | Ft. Wayne | 13.5 |
| 10. | WWLV-FM | Daytona Beach | 13.3 |
| 11. | WEAT-FM | West Palm Beach | 13.0 |
| 12. | WLQR-FM | Toledo | 12.9 |
| 12. | KEZQ-FM | Little Rock | 12.9 |
| 14. | WLYF-FM | Ft. Lauderdale | 12.8 |
| 15. | WOOD-FM | Grand Rapids | 12.7 |
| 16. | WHYN-FM | Springfield | 12.5 |
| 17. | KHAR | Anchorage | 12.3 |
| 18. | KTEZ-FM | Lubbock | 12.1 |
| 19. | KXLY-FM | Spokane | 11.9 |
| 19. | WLKW-FM | Providence | 11.9 |
| 21. | KASE-FM | Austin | 11.8 |
| 22. | KPNW-FM | Eugene | 11.7 |
| 23. | WHBC-FM | Canton | 11.6 |
| 23. | WJYE-FM | Buffalo | 11.6 |
| 23. | WHP-FM | Harrisburg | 11.6 |

### Cume

| | STATION | MARKET | CUME |
|---|---|---|---|
| 1. | WPAT-FM | New York | 1,312,800 |
| 2. | WRFM-FM | New York | 1,145,900 |
| 3. | KBIG-FM | Los Angeles | 902,600 |
| 4. | WPAT | New York | 888,700 |
| 5. | KJOI-FM | Los Angeles | 708,400 |
| 6. | WLOO-FM | Chicago | 701,800 |
| 7. | KOST-FM | Los Angeles | 545,700 |
| 8. | WLAK-FM | Chicago | 542,100 |
| 9. | WEAZ-FM | Philadelphia | 467,700 |
| 10. | WJR-FM | Detroit | 435,300 |
| 11. | WWSH-FM | Philadelphia | 403,500 |
| 12. | WJIB-FM | Boston | 359,400 |
| 13. | WGAY-FM | Washington, D.C. | 350,100 |
| 14. | KABL-FM | San Francisco | 326,900 |
| 15. | KABL | San Francisco | 322,400 |
| 16. | WLIF-FM | Baltimore | 301,300 |
| 17. | WWJ-FM | Detroit | 292,900 |
| 18. | KODA-FM | Houston | 292,500 |
| 19. | KFOG-FM | San Francisco | 287,600 |
| 20. | WSHH-FM | Pittsburgh | 281,800 |
| 21. | KMEZ-FM | Dallas | 266,300 |
| 22. | KOIT-FM | San Francisco | 265,700 |
| 23. | WLKW-FM | Providence | 260,100 |
| 24. | KYND-FM | Houston | 257,400 |
| 25. | KEZK-FM | St. Louis | 253,300 |

**Methodology:** Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or Metro Cume"

# ALBUM ROCK CLOSE-UP

Album Rock's market share held at 12%. Average station shares were off by .6 shares (7.0 to 6.4). And 96 of 100 Album Rock stations are FM, with an average station share of 6.5 for those FM stations.

**MARKET SHARE: 12%**

AM **4%** vs FM **96%**

| AVERAGE SHARE PER STATION | |
|---|---|
| Spring '81 | 7.0% |
| Fall '81 | 6.4% |
| Change | -0.6% |

| AM | |
|---|---|
| Fall '81 | 3.7% |

| FM | |
|---|---|
| Fall '81 | 6.5% |

## TOP 25 ALBUM ROCK STATIONS

### Quarter Hour

| | STATION | MARKET | SHARE |
|---|---|---|---|
| 1. | WKQQ-FM | Lexington | 18.3 |
| 2. | KLAQ-FM | El Paso | 14.5 |
| 3. | KILO-FM | Colorado Springs | 14.0 |
| 4. | KEZO-FM | Omaha | 13.9 |
| 5. | WSYR-FM | Syracuse | 13.8 |
| 6. | WLAV-FM | Grand Rapids | 13.3 |
| 7. | WWCK-FM | Flint | 13.2 |
| 8. | WSSX-FM | Charleston, S.C. | 12.7 |
| 9. | WKDF-FM | Nashville | 12.6 |
| 9. | WLVQ-FM | Columbus, OH | 12.6 |
| 9. | WAAF-FM | Worcester | 12.6 |
| 12. | KSND-FM | Eugene | 12.5 |
| 12. | WMMS-FM | Akron | 12.5 |
| 14. | WDIZ-FM | Orlando | 12.4 |
| 15. | KZAP-FM | Sacramento | 12.0 |
| 16. | WRQT-FM | Toledo | 11.8 |
| 16. | WEBN-FM | Cincinnati | 11.8 |
| 18. | WXLP-FM | Quad Cities | 11.5 |
| 19. | WIBA-FM | Madison | 11.4 |
| 20. | WFBQ-FM | Indianapolis | 11.2 |
| 20. | WJXQ-FM | Lansing | 11.2 |
| 20. | KDUK-FM | Honolulu | 11.2 |
| 23. | KGON-FM | Portland, OR | 11.1 |
| 24. | KTFM-FM | San Antonio | 11.0 |
| 25. | KZEL-FM | Eugene | 10.6 |

### Cume

| | STATION | MARKET | CUME |
|---|---|---|---|
| 1. | WPLJ-FM | New York | 1,644,300 |
| 2. | WNEW-FM | New York | 995,900 |
| 3. | KMET-FM | Los Angeles | 954,900 |
| 4. | KLOS-FM | Los Angeles | 948,800 |
| 5. | WLUP-FM | Chicago | 744,000 |
| 6. | WMET-FM | Chicago | 679,700 |
| 7. | WLLZ-FM | Detroit | 657,300 |
| 8. | WRIF-FM | Detroit | 627,400 |
| 9. | WCOZ-FM | Boston | 620,000 |
| 10. | WMMR-FM | Philadelphia | 588,200 |
| 11. | WABX-FM | Detroit | 545,400 |
| 12. | KMEL-FM | San Francisco | 492,500 |
| 13. | KROQ-FM | Los Angeles | 453,700 |
| 14. | WYSP-FM | Philadelphia | 420,500 |
| 15. | WIOQ-FM | Philadelphia | 385,100 |
| 16. | KLOL-FM | Houston | 381,900 |
| 17. | WROX-FM | Washington, D.C. | 366,900 |
| 18. | WBCN-FM | Boston | 349,600 |
| 19. | WWDC-FM | Washington, D.C. | 349,500 |
| 20. | KSFX-FM | San Francisco | 344,200 |
| 21. | KTXQ-FM | Dallas | 343,500 |
| 22. | WQXI-FM | Atlanta | 338,600 |
| 23. | KZEW-FM | Dallas | 328,800 |
| 24. | WIYY-FM | Baltimore | 326,200 |
| 25. | KQRS A/F | Minneapolis | 318,900 |

**Methodology:** Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or Metro Cume".

# NEWS / TALK CLOSE-UP

The format's market share was stable at 6%, although the average News/Talk station lost a half-share. 98% of all News/Talk stations included are AM.

| AVERAGE SHARE PER STATION | |
|---|---|
| Spring '81 | 5.3% |
| Fall '81 | 4.8% |
| Change | -0.5% |

| AM | |
|---|---|
| Fall '81 | 4.9% |
| **FM** | |
| Fall '81 | 3.4% |

**MARKET SHARE: 6%**

AM **98%** vs FM **2%**

## TOP 25 NEWS/TALK STATIONS

### Quarter Hour

| | STATION | MARKET | SHARE |
|---|---|---|---|
| 1. | KMOX | St. Louis | 21.8 |
| 2. | WHO | Des Moines | 16.4 |
| 3. | WPTF | Raleigh | 14.7 |
| 4. | WBBW | Youngstown | 13.7 |
| 5. | WSYR | Syracuse | 13.0 |
| 6. | KTOK | Oklahoma City | 11.3 |
| 7. | WOC | Quad Cities | 10.8 |
| 8. | WTAG | Worcester | 9.8 |
| 9. | KGO | Salinas | 9.7 |
| 10. | WGN | Chicago | 9.6 |
| 11. | KIRO | Seattle | 9.5 |
| 12. | KYW | Philadelphia | 9.3 |
| 13. | KMJ | Fresno | 8.8 |
| 14. | KGO | San Francisco | 8.4 |
| 15. | KOA | Denver | 8.2 |
| 15. | KTAR | Phoenix | 8.2 |
| 17. | KABC | Los Angeles | 8.0 |
| 18. | KARN | Little Rock | 7.9 |
| 19. | KQBK | Albany | 7.5 |
| 20. | WNWS | Ft. Lauderdale | 6.9 |
| 21. | WEEI | Boston | 6.6 |
| 22. | KCBS | San Francisco | 6.5 |
| 23. | KRLD | Dallas | 6.4 |
| 23. | WCKY | Cincinnati | 6.4 |

### Cume

| | STATION | MARKET | CUME |
|---|---|---|---|
| 1. | WINS | New York | 2,540,600 |
| 2. | WCBS | New York | 2,102,600 |
| 3. | WOR | New York | 1,891,800 |
| 4. | WGN | Chicago | 1,376,300 |
| 5. | KABC | Los Angeles | 1,323,600 |
| 6. | KYW | Philadelphia | 1,163,000 |
| 7. | WBBM | Chicago | 1,144,500 |
| 8. | KFWB | Los Angeles | 1,043,400 |
| 9. | KNX | Los Angeles | 925,700 |
| 10. | KCBS | San Francisco | 894,600 |
| 11. | KGO | San Francisco | 844,800 |
| 12. | WMCA | New York | 808,900 |
| 13. | KMOX | St. Louis | 786,700 |
| 14. | WIND | Chicago | 600,100 |
| 15. | KMPC | Los Angeles | 596,700 |
| 16. | WWJ | Detroit | 572,400 |
| 17. | WEEI | Boston | 559,900 |
| 18. | WCAU | Philadelphia | 467,200 |
| 19. | KIRO | Seattle | 462,700 |
| 20. | KRLD | Dallas | 459,000 |
| 21. | WXYZ | Detroit | 391,500 |
| 22. | KTRH | Houston | 380,200 |
| 23. | WWDB-FM | Philadelphia | 367,900 |
| 24. | WRKO | Boston | 332,700 |
| 25. | KOA | Denver | 319,700 |

**Methodology:** Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or Metro Cume".

# BLACK MUSIC CLOSE-UP

Black music stations also had a stable 6% market share. Average station shares were down 1.2—the greatest decline of all the formats studied. Somewhat more than half the stations (55%) were AM.

**MARKET SHARE: 6%**

AM 55% vs FM 45%

| AVERAGE SHARE PER STATION | |
|---|---|
| Spring '81 | 6.0% |
| Fall '81 | 4.8% |
| Change | -1.2% |
| **AM** | |
| Fall '81 | 4.1% |
| **FM** | |
| Fall '81 | 5.7% |

## TOP 25 BLACK STATIONS

### Quarter Hour

| | STATION | MARKET | SHARE |
|---|---|---|---|
| 1. | WHRK-FM | Memphis | 16.7 |
| 2. | WXOK | Baton Rouge | 13.5 |
| 3. | KOKA | Shreveport | 13.1 |
| 4. | WBLX-FM | Mobile | 12.0 |
| 5. | WDZZ-FM | Flint | 11.9 |
| 6. | WOIC | Columbia, S.C. | 11.8 |
| 7. | KOKY | Little Rock | 11.7 |
| 8. | KDKS-FM | Shreveport | 11.1 |
| 9. | WAIL-FM | New Orleans | 10.6 |
| 10. | WVEE-FM | Atlanta | 10.3 |
| 11. | WDAO-FM | Dayton | 9.7 |
| 12. | WTLC-FM | Indianapolis | 9.3 |
| 13. | WWWZ-FM | Charleston, S.C. | 9.0 |
| 14. | WPEG-FM | Charlotte | 8.3 |
| 15. | WKYS-FM | Washington, D.C. | 8.1 |
| 16. | WANT | Richmond | 8.0 |
| 16. | WLOU | Louisville | 8.0 |
| 18. | WHYZ | Greenville, S.C. | 7.9 |
| 19. | KMJQ-FM | Houston | 7.7 |
| 19. | WWDM-FM | Columbia, S.C. | 7.7 |
| 21. | WDIA | Memphis | 7.6 |
| 21. | KCIJ | Shreveport | 7.6 |

### Cume

| | STATION | MARKET | CUME |
|---|---|---|---|
| 1. | WBLS-FM | New York | 1,710,200 |
| 2. | WGCI-FM | Chicago | 782,200 |
| 3. | WBMX-FM | Chicago | 479,300 |
| 4. | KSOL-FM | San Francisco | 474,100 |
| 5. | WDAS-FM | Philadelphia | 428,500 |
| 6. | WJPC | Chicago | 425,000 |
| 7. | WKYS-FM | Washington, D.C. | 421,800 |
| 8. | WHUR-FM | Washington, D.C. | 385,100 |
| 9. | KMJQ-FM | Houston | 357,100 |
| 10. | KKDA-FM | Dallas | 350,000 |
| 11. | WVON | Chicago | 346,500 |
| 12. | WJLB-FM | Detroit | 318,200 |
| 13. | WGPR-FM | Detroit | 314,900 |
| 14. | WOOK-FM | Washington, D.C. | 301,800 |
| 15. | WLBS-FM | Detroit | 293,300 |
| 16. | WVEE-FM | Atlanta | 282,800 |
| 17. | KDIA | San Francisco | 268,300 |
| 18. | KBLX-FM | San Francisco | 261,300 |
| 19. | KMJM-FM | St. Louis | 258,700 |
| 20. | WXYV-FM | Baltimore | 241,900 |
| 21. | KNOK-FM | Dallas | 200,500 |
| 22. | WAMO-FM | Pittsburgh | 183,600 |
| 23. | WAIL-FM | New Orleans | 180,900 |
| 24. | WEDR-FM | Miami | 166,700 |
| 25. | WHAT | Philadelphia | 157,100 |

**Methodology:** Stations making the top 20 in "Average Share Total Persons 12+" and "Weekly Metro Cume" for the "Metro Survey Area" for featured markets comprise the databank for the above format analysis. Percentages are rounded. (The missing fractions account for percentages adding up to 99%). AM vs. FM comparison calculated from stations making the top 20 in either "Average Share Total Persons 12+" or Metro Cume"

# SEMIANNUAL CORPORATE REPORT

| RANK | CORPORATION | TOTAL CUME | # STATIONS | AVG. CUME | AVG. SHARE |
|---|---|---|---|---|---|
| 1. | ABC | 11,924,000 | 31 | 381,400 | 3.8 |
| 2. | CBS | 11,325,800 | 28 | 404,500 | 4.2 |
| 3. | Westinghouse | 8,420,500 | 18 | 467,800 | 6.6 |
| 4. | Metromedia | 7,293,400 | 16 | 455,800 | 4.3 |
| 5. | RKO | 7,380,800 | 17 | 434,200 | 4.0 |
| 6. | NBC | 7,226,900 | 18 | 401,500 | 4.3 |
| 7. | Capital Cities | 5,588,400 | 18 | 310,500 | 5.6 |
| 8. | Bonneville | 4,110,100 | 9 | 456,700 | 6.4 |
| 9. | Cox | 3,811,200 | 18 | 211,700 | 5.9 |
| 10. | Gannett | 3,473,600 | 14 | 248,100 | 4.4 |
| 11. | Infinity | 3,086,000 | 8 | 385,800 | 5.0 |
| 12. | Greater Media | 2,721,200 | 9 | 302,400 | 6.1 |
| 13. | Taft | 2,696,100 | 12 | 224,700 | 8.3 |
| 14. | Plough | 2,332,900 | 11 | 212,100 | 6.1 |
| 15. | LIN | 2,306,700 | 13 | 177,400 | 4.0 |
| 16. | Inner City | 2,285,400 | 4 | 571,400 | 3.7 |
| 17. | Golden West | 2,245,600 | 8 | 280,700 | 3.3 |
| 18. | Hearst | 2,010,700 | 6 | 335,100 | 8.2 |
| 19. | Century | 1,998,500 | 4 | 499,600 | 5.3 |
| 20. | Malrite | 1,981,000 | 12 | 165,100 | 6.3 |
| 21. | Outlet | 1,936,400 | 10 | 193,600 | 5.1 |
| 22. | Harte-Hanks | 1,893,500 | 11 | 172,100 | 7.2 |
| 23. | Heftel | 1,869,700 | 7 | 267,100 | 6.0 |
| 24. | G.E. | 1,830,500 | 10 | 183,100 | 6.5 |
| 25. | Doubleday | 1,788,500 | 7 | 255,500 | 4.3 |
| 26. | Gulf United | 1,666,800 | 9 | 185,200 | 5.2 |
| 27. | WGN Continental | 1,646,300 | 6 | 274,400 | 4.5 |
| 28. | Susquehanna | 1,599,600 | 13 | 123,000 | 6.9 |
| 29. | Shamrock | 1,553,600 | 7 | 221,900 | 3.8 |
| 30. | Jefferson-Pilot | 1,549,700 | 10 | 155,000 | 6.4 |
| 31. | Charter | 1,503,000 | 6 | 250,500 | 2.7 |
| 32. | Nationwide | 1,455,900 | 11 | 132,400 | 5.1 |
| 33. | Fairbanks | 1,449,300 | 6 | 241,600 | 7.4 |
| 34. | King | 1,398,600 | 8 | 174,800 | 5.5 |
| 35. | First Media | 1,362,200 | 5 | 272,400 | 6.6 |
| 36. | Storz | 1,292,900 | 8 | 161,600 | 4.6 |
| 37. | Affiliated | 1,221,500 | 13 | 94,000 | 5.8 |
| 38. | Viacom | 1,194,000 | 6 | 199,000 | 4.8 |
| 39. | Great Trails | 1,173,000 | 8 | 146,600 | 7.0 |
| 40. | Rust | 1,171,700 | 15 | 78,100 | 6.2 |
| 41. | United Broadcasting | 1,153,400 | 5 | 230,800 | 3.6 |
| 42. | Group One | 1,113,400 | 8 | 139,200 | 6.4 |
| 43. | Sandusky | 1,098,800 | 5 | 219,800 | 6.2 |
| 44. | Metroplex | 1,092,900 | 6 | 182,200 | 5.1 |
| 45. | Scripps-Howard | 1,092,500 | 7 | 156,100 | 6.7 |
| 46. | Meredith | 992,800 | 6 | 165,500 | 7.0 |
| 47. | Mid-America | 954,600 | 11 | 86,800 | 7.8 |
| 48. | Guy Gannett | 945,400 | 6 | 157,600 | 9.1 |
| 49. | CCLA | 945,000 | 3 | 315,000 | 5.2 |
| 50. | Mutual | 940,100 | 1 | 940,100 | 2.1 |

*Semiannual Corporate Report* is based on information included in this publication. Not included is any corporate station failing to make the top fifteen or twenty in its own market's metro cume. The *total cume* column is an addition of *metro cume* figures for all of a corporation's stations qualifying in INSIDE RADIO RATINGS REPORT & DIRECTORY. The number of stations each corporation was credited for and an *average cume* follows. Stations could be ranked in top fifteen or twenty in more than one market. Station number reflects this. Metro areas not duplicated.

# LEADING AM STATIONS BY AVERAGE QUARTER HOUR

| RANK | STATION | FORMAT | SHARE | MARKET | OWNER |
|---|---|---|---|---|---|
| 1. | WJBC | Adult Contemporary | 40.7 | Bloomington | Bloomington |
| 2. | KGBT | Spanish | 32.6 | McAllen | Tichenor/Harbenito |
| 3. | KFAB | Adult Contemporary | 25.0 | Omaha | KFAB |
| 4. | WTIC | Adult Contemporary | 23.8 | Hartford | 1080 Corporation |
| 5. | WCCO | Adult Contemporary | 22.9 | Minneapolis | Midwest Radio-TV |
| 6. | KMOX | News/Talk | 21.8 | St. Louis | CBS |
| 7. | WOWO | Adult Contemporary | 20.5 | Ft. Wayne | Westinghouse |
| 8. | KDKA | Adult Contemporary | 19.8 | Pittsburgh | Westinghouse |
| 9. | KFQD | Adult Contemporary | 17.3 | Anchorage | KFQD, Inc. |
| 10. | WRVA | Adult Contemporary | 16.6 | Richmond | Harte-Hanks |
| 10. | WSLC | Country | 16.6 | Roanoke | Mel Wheeler, Inc. |
| 12. | WHO | News/Talk | 16.4 | Des Moines | Palmer |
| 12. | WHP | Adult Contemporary | 16.4 | Harrisburg | WHP, Inc. |
| 12. | WHBC | Adult Contemporary | 16.4 | Canton | Beaverkettle |
| 15. | WGY | Adult Contemporary | 15.8 | Albany | G.E. |
| 16. | KVOO | Country | 15.4 | Tulsa | Southwestern Sales |
| 17. | KSO | Country | 15.0 | Des Moines | Stoner |
| 18. | WPTF | News/Talk | 14.7 | Raleigh | Durham Life |
| 19. | WLVK | Adult Contemporary | 14.6 | Lexington | Bluegrass |
| 19. | WRAC | Spanish | 14.1 | Miami | Radiocentro |
| 21. | KUZZ | Country | 14.1 | Bakersfield | Owens |
| 22. | WELI | Adult Contemporary | 14.0 | New Haven | Insilco |
| 22. | KRMG | Adult Contemporary | 14.0 | Tulsa | Swanson |
| 24. | WICC | Rock | 13.9 | Bridgeport | Connecticut |
| 25. | WBBW | News/Talk | 13.7 | Youngstown | Mahoning Valley |
| 26. | WHUM | Country | 13.6 | Reading | Reading Radio |
| 26. | WDAF | Country | 13.6 | Kansas City | Taft |
| 28. | WQHK | Country | 13.5 | Ft. Wayne | Pathfinder |
| 28. | WXOK | Black | 13.5 | Baton Rouge | Security |
| 28. | WIBC | Adult Contemporary | 13.5 | Indianapolis | Fairbanks |
| 31. | WJCW | Country | 13.1 | Johnson City | Tri-Cities |
| 32. | WMBD | Adult Contemporary | 13.3 | Peoria | Midwest TV |
| 33. | WKZO | Adult Contemporary | 13.2 | Kalamazoo | Fetzer |
| 34. | WBEN | Adult Contemporary | 13.1 | Buffalo | Algonquin |
| 34. | KQKA | Black | 13.1 | Shreveport | Mid-America |
| 36. | WTVN | Adult Contemporary | 13.0 | Columbus | Taft |
| 36. | WSYR | News/Talk | 13.0 | Syracuse | Newhouse |
| 36. | KFH | Country | 13.0 | Wichita | KFH |
| 39. | WIBA | Adult Contemporary | 12.9 | Madison | Western Sun (dba Badger) |
| 40. | WFIR | Adult Contemporary | 12.6 | Roanoke | Jim Gibbons |
| 40. | WBAL | Adult Contemporary | 12.6 | Baltimore | Hearst |
| 40. | WGNT | Adult Contemporary | 12.6 | Huntington | Stoner |
| 40 | WROV | Rock | 12.6 | Roanoke | WROV Broadcasters |
| 44. | WTSO | Country | 12.5 | Madison | Midcontinent |
| 45. | KCUB | Country | 12.4 | Tucson | Rex |
| 46. | WEEU | Adult Contemporary | 12.3 | Reading | WEEU Broadcasting |
| 46. | KUGN | Adult Contemporary | 12.3 | Eugene | Obie |
| 46. | KSTT | Adult Contemporary | 12.3 | Quad Cities | Guy Gannett |
| 49. | KSSK | Adult Contemporary | 12.0 | Honolulu | Hoftel |
| 49. | WIS | Adult Contemporary | 12.0 | Columbia | Cosmos |

# LEADING AM STATIONS BY METRO CUME

| RANK | STATION | FORMAT | CUME | MARKET | OWNER |
|---|---|---|---|---|---|
| 1. | WINS | News/Talk | 2,640,600 | New York | Westinghouse |
| 2. | WNBC | Adult Contemporary | 2,204,500 | New York | NBC |
| 3. | WCBS | News/Talk | 2,102,600 | New York | CBS |
| 4. | WABC | Adult Contemporary | 2,067,700 | New York | ABC |
| 5. | WOR | News/Talk | 1,891,800 | New York | RKO |
| 6. | WGN | News/Talk | 1,376,300 | Chicago | WGN Continental |
| 7. | KABC | News/Talk | 1,323,600 | Los Angeles | ABC |
| 8. | KYW | News/Talk | 1,183,000 | Philadelphia | Westinghouse |
| 9. | WBBM | News/Talk | 1,144,500 | Chicago | CBS |
| 10. | WLS | Rock | 1,044,100 | Chicago | ABC |
| 11. | KFWB | News/Talk | 1,043,400 | Los Angeles | Westhinghouse |
| 12. | WNEW | Big Band | 985,000 | New York | Metromedia |
| 13. | WHN | Country | 940,100 | New York | Mutual |
| 14. | KNX | News/Talk | 925,700 | Los Angeles | CBS |
| 15. | KCBS | News/Talk | 894,600 | San Francisco | CBS |
| 16. | WPAT | Beautiful Music | 888,700 | New York | Capital Cities |
| 17. | WJR | Adult Contemporary | 861,100 | Detroit | Capital Cities |
| 18. | KGO | News/Talk | 844,800 | San Francisco | ABC |
| 19. | KFRC | Rock | 835,200 | San Francisco | RKO |
| 20. | WMCA | News/Talk | 806,900 | New York | Straus |
| 21. | KDKA | Adult Contemporary | 805,100 | Pittsburgh | Westinghouse |
| 22. | WCCO | Adult Contemporary | 804,800 | Minneapolis | Midwest |
| 23. | KMOX | News/Talk | 786,700 | St. Louis | CBS |
| 24. | WMAQ | Country | 776,300 | Chicago | NBC |
| 25. | WBZ | Adult Contemporary | 707,000 | Boston | Westinghouse |
| 26. | WHDH | Adult Contemporary | 678,200 | Boston | Blair |
| 27. | KFI | Adult Contemporary | 654,500 | Los Angeles | Cox |
| 28. | WIP | Adult Contemporary | 616,700 | Philadelphia | Metromedia |
| 29. | WIND | News/Talk | 600,100 | Chicago | Westinghouse |
| 30. | KMPC | News/Talk | 598,700 | Los Angeles | Golden West |
| 31. | KLAC | Country | 594,700 | Los Angeles | Metromedia |
| 32. | KRLA | Adult Contemporary | 592,600 | Los Angeles | KRLA, Inc. |
| 33. | WMAL | Adult Contemporary | 576,500 | Washington, D.C. | ABC |
| 34. | WWJ | News/Talk | 572,400 | Detroit | Evening News |
| 35. | XTRA | Adult Contemporary | 568,000 | Los Angeles | Noble |
| 36. | WEEI | News/Talk | 559,900 | Boston | CBS |
| 37. | WCAU | News/Talk | 467,200 | Philadelphia | CBS |
| 38. | KNBR | Adult Contemporary | 464,600 | San Francisco | NBC |
| 39. | KIRO | News/Talk | 462,700 | Seattle | Bonneville |
| 40. | KRLD | News/Talk | 459,000 | Dallas | Metromedia |
| 41. | WTAE | Adult Contemporary | 453,300 | Pittsburgh | Hearst |
| 42. | CKLW | Adult Contemporary | 436,900 | Detroit | Baton |
| 43. | KSFO | Adult Contemporary | 428,700 | San Francisco | Golden West |
| 44. | WJPC | Black | 425,000 | Chicago | Atlass |
| 45. | WBAL | Adult Contemporary | 417,500 | Baltimore | Hearst |
| 46. | WBAP | Country | 417,000 | Dallas | Capital Cities |
| 47. | WSB | Adult Contemporary | 409,200 | Atlanta | Cox |
| 48. | WXYZ | News/Talk | 391,500 | Detroit | ABC |
| 49. | WPEN | Big Band | 380,900 | Philadelphia | Greater Media |
| 50. | KTRH | News/Talk | 380,200 | Houston | Rusk Corporation |

# LEADING FM STATIONS BY AVERAGE QUARTER HOUR

| RANK | STATION | FORMAT | SHARE | MARKET | OWNER |
|---|---|---|---|---|---|
| 1. | WKEE | Adult Contemporary | 23.1 | Huntington | Cannon |
| 2. | WNOK | Rock | 23.0 | Columbia, S.C. | Audubon |
| 3. | WKSJ | Country | 19.3 | Mobile | Capitol (WCAW) |
| 4. | WIVK | Country | 19.0 | Knoxville | Dick |
| 5. | WKQQ | Album Rock | 18.2 | Lexington | Village |
| 6. | KHFI | Rock | 17.9 | Austin | Central Texas |
| 6. | WPVR | Beautiful Music | 17.8 | Roanoke | Jim Gibbons |
| 8. | KSSN | Country | 17.7 | Little Rock | First |
| 8. | KZFM | Rock | 17.7 | Corpus Christi | Texas Media Group |
| 10. | KLLL | Country | 17.4 | Lubbock | Lubbock Broadcasters |
| 11. | WMEE | Rock | 17.3 | Ft. Wayne | Pathfinder |
| 11. | WSOC | Country | 17.3 | Charlotte | Cox |
| 13. | WEZO | Beautiful Music | 16.9 | Rochester | Mairite |
| 14. | WHRK | Black | 16.7 | Memphis | Plough |
| 15. | WFMF | Rock | 16.5 | Baton Rouge | Baton Rouge Bdcstg |
| 16. | WLAP | Rock | 16.3 | Lexington | Illinois |
| 17. | WBNQ | Rock | 15.9 | Bloomington | Bloomington |
| 17. | WEZN | Beautiful Music | 15.9 | Bridgeport | Katz |
| 19. | WTQR | Country | 15.8 | Greensboro | Summit |
| 19. | WXLK | Rock | 15.8 | Roanoke | CEBE |
| 21. | WCOS | Country | 15.7 | Columbia, S.C. | Buck |
| 22. | KBFM | Rock | 15.6 | McAllen | KBFM, Inc. |
| 23. | KEYN | Rock | 15.5 | Wichita | Long-Pride |
| 23. | WEZK | Beautiful Music | 15.5 | Knoxville | South Central |
| 23. | WSKZ | Rock | 15.5 | Chattanooga | Bloomington |
| 26. | WLAN | Rock | 15.4 | Lancaster | Peoples |
| 26. | WSRS | Beautiful Music | 15.4 | Worcester | Knight Coelby |
| 28. | WHIO | Beautiful Music | 15.2 | Dayton | Cox |
| 29. | KBEE | Beautiful Music | 15.1 | Modesto | McClatchy |
| 30. | KSTP | Adult Contemporary | 14.8 | Minneapolis | Hubbard |
| 31. | WSWT | Beautiful Music | 14.7 | Peoria | Mid-America Media |
| 31. | WXBQ | Country | 14.7 | Johnson City | Nininger |
| 33. | KLAQ | Album Rock | 14.5 | El Paso | Rex |
| 34. | WRAL | Adult Contemporary | 14.4 | Raleigh | Capitol |
| 35. | WDOQ | Rock | 14.3 | Daytona Beach | Satten |
| 35. | WYNK | Country | 14.3 | Baton Rouge | Miss-Lou |
| 37. | KILO | Album Rock | 14.0 | Colorado Springs | KILO Broadcasting |
| 38. | KEZO | Album Rock | 13.9 | Omaha | Meredith |
| 39. | WSYR | Album Rock | 13.8 | Syracuse | Newhouse |
| 40. | WABB | Rock | 13.7 | Mobile | WABB, Inc. |
| 41. | WEZV | Beautiful Music | 13.5 | Ft. Wayne | Fairfield |
| 41. | WRVQ | Rock | 13.5 | Richmond | Harte-Hanks |
| 43. | KWEN | Country | 13.3 | Tulsa | Katz |
| 43. | WLAV | Album Rock | 13.3 | Grand Rapids | Shepard |
| 43. | WQIK | Country | 13.3 | Jacksonville | Rowland |
| 43. | WWLV | Beautiful Music | 13.3 | Daytona Beach | Broadcast Mgmt. |
| 47. | KFMX | Rock | 13.2 | Lubbock | So. Minnesota |
| 47. | WWCK | Album Rock | 13.2 | Flint | Gencom |
| 49. | KYKR | Country | 13.0 | Beaumont | Hicks |
| 49. | WEAT | Beautiful Music | 13.0 | West Palm Beach | Durey |

# LEADING FM STATIONS BY METRO CUME

| RANK | STATION | FORMAT | CUME | MARKET | OWNER |
|---|---|---|---|---|---|
| 1. | WKTU | Disco | 2,017,700 | New York | Infinity |
| 2. | WYNY | Adult Contemporary | 1,788,200 | New York | NBC |
| 3. | WBLS | Black | 1,710,200 | New York | Inner City |
| 4. | WRKS | Disco | 1,649,100 | New York | RKO |
| 5. | WPLJ | Album Rock | 1,644,300 | New York | ABC |
| 6. | WPAT | Beautiful Music | 1,312,800 | New York | Capital Cities |
| 7. | WCBS | Oldies | 1,182,900 | New York | CBS |
| 8. | WRFM | Beautiful Music | 1,145,900 | New York | Bonneville |
| 9. | WNEW | Album Rock | 995,900 | New York | Metromedia |
| 10. | KMET | Album Rock | 954,900 | Los Angeles | Metromedia |
| 11. | KLOS | Album Rock | 948,800 | Los Angeles | ABC |
| 12. | KBIG | Beautiful Music | 902,600 | Los Angeles | Bonneville |
| 13. | WLS | Rock | 798,800 | Chicago | ABC |
| 14. | WGCI | Black | 782,200 | Chicago | Gannett |
| 15. | WLUP | Album Rock | 744,000 | Chicago | Heftel |
| 16. | WMGK | Adult Contemporary | 710,900 | Philadelphia | Greater Media |
| 17. | KRTH | Adult Contemporary | 708,600 | Los Angeles | RKO |
| 18. | KJOI | Beautiful Music | 708,400 | Los Angeles | CCLA Communications |
| 19. | WLOO | Beautiful Music | 701,800 | Chicago | Century |
| 20. | KHTZ | Adult Contemporary | 699,800 | Los Angeles | Greater Media |
| 21. | WCLR | Adult Contemporary | 694,700 | Chicago | Bonneville |
| 22. | WMET | Album Rock | 679,700 | Chicago | Metromedia |
| 23. | KIQQ | Rock | 674,600 | Los Angeles | Outlet |
| 24. | WLLZ | Album Rock | 657,300 | Detroit | Doubleday |
| 25. | KIIS | Rock | 632,600 | Los Angeles | Gannett |
| 26. | WPIX | Rock | 630,300 | New York | WPIX, Inc. |
| 27. | WCAU | Rock | 628,500 | Philadelphia | CBS |
| 28. | WRIF | Album Rock | 627,400 | Detroit | ABC |
| 29. | WCOZ | Album Rock | 620,000 | Boston | Blair |
| 30. | WBBM | Adult Contemporary | 602,400 | Chicago | CBS |
| 31. | WFYR | Adult Contemporary | 589,400 | Chicago | RKO |
| 32. | WMMR | Album Rock | 588,200 | Philadelphia | Metromedia |
| 33. | KNX | Mellow Music | 583,700 | Los Angeles | CBS |
| 34. | WKQX | Rock | 578,200 | Chicago | NBC |
| 35. | WTFM | Adult Contemporary | 575,200 | New York | WTFM, Inc. |
| 36. | WNIC | Adult Contemporary | 571,400 | Detroit | Josephson, Internat'l |
| 37. | KOST | Beautiful Music | 545,700 | Los Angeles | Cox |
| 38. | WABX | Album Rock | 545,400 | Detroit | Century |
| 39. | WLAK | Beautiful Music | 542,100 | Chicago | Storer |
| 40. | KSTP | Adult Contemporary | 515,300 | Minneapolis | Hubbard |
| 41. | KMEL | Album Rock | 492,900 | San Francisco | Century |
| 41. | KSCS | Country | 492,900 | Dallas | Capital Cities |
| 43. | WJEZ | Country | 485,100 | Chicago | Plough |
| 44. | WBMX | Black | 479,100 | Chicago | Sonderling |
| 45. | KSOL | Black | 474,100 | San Francisco | UBC |
| 46. | WEAZ | Beautiful Music | 462,700 | Philadelphia | WDVR, Inc. |
| 47. | KVIL | Adult Contemporary | 455,100 | Dallas | Fairbanks |
| 48. | KROQ | Album Rock | 453,700 | Los Angeles | G.E. Cameron Commun |
| 49. | KIOI | Adult Contemporary | 448,700 | San Francisco | Charter |
| 50. | KZLA | Country | 443,700 | Los Angeles | Capital Cities |

# RATINGS INDEX

Here is a "quick scan" of cities containing Arbitron ratings in this issue of INSIDE RADIO RATINGS REPORT & DIRECTORY.


| | | | | | |
|---|---|---|---|---|---|
| 194 | Aberdeen, WA | 199 | Fresno | 205 | Palm Springs |
| 194 | Akron | 200 | Gainesville, FL | 205 | Peoria |
| 194 | Albany-Schenectady | 200 | Grand Rapids | 174 | Philadelphia |
| 194 | Albuquerque | 200 | Greensboro-High Point | 176 | Phoenix |
| 194 | Allentown-Bethlehem | 200 | Greenville, SC | 178 | Pittsburgh |
| 194 | Anaheim-Santa Ana | 200 | Harrisburg | 206 | Plattsburgh, NY |
| 195 | Anchorage | 154 | Hartford | 206 | Portland, OR |
| 195 | Appleton-Oshkosh | 200 | Honolulu | 206 | Providence-Warwick |
| 135 | Atlanta | 156 | Houston-Galveston | 206 | Quad Cities |
| 195 | Austin, TX | 201 | Huntington-Ashland | 206 | Raleigh-Durham |
| 195 | Bakersfield | 201 | Indianapolis | 206 | Reading |
| 136 | Baltimore | 201 | Jacksonville | 207 | Richmond |
| 195 | Baton Rouge | 201 | Johnson City-Kingsport | 207 | Riverside-San Bernardino |
| 195 | Beaumont-Port Arthur | 201 | Kalamazoo-Portage | 207 | Roanoke, VA |
| 196 | Birmingham | 201 | Kansas City | 207 | Rochester |
| 196 | Bloomington | 202 | Knoxville | 207 | Sacramento |
| 138 | Boston | 202 | Lafayette, IN | 180 | St. Louis |
| 196 | Bridgeport | 202 | Lancaster | 207 | Salinas-Seaside-Monterey |
| 140 | Buffalo | 202 | Lansing-East Lansing | 208 | Salt Lake City |
| 196 | Burlington, VT | 202 | Las Vegas | 208 | San Antonio |
| 196 | Canton | 202 | Lexington | 182 | San Diego |
| 196 | Charleston, SC | 203 | Little Rock | 184 | San Francisco |
| 197 | Charlotte-Gastonia | 158 | Los Angeles | 208 | San Jose |
| 197 | Chattanooga | 203 | Los Angeles (Consolidated) | 208 | Santa Barbara, CA |
| 142 | Chicago | 160 | Louisville | 208 | Santa Rosa, CA |
| 197 | Cincinnati | 203 | Lubbock | 186 | Seattle-Everett-Tacoma |
| 144 | Cleveland | 203 | Madison | 208 | Shreveport |
| 197 | Colorado Springs | 203 | McAllen-Brownsville | 209 | Spokane |
| 146 | Columbia, SC | 162 | Memphis | 209 | Springfield, MA |
| 197 | Columbus, OH | 204 | Miami-Ft. Lauderdale | 209 | Stockton, CA |
| 197 | Corpus Christi | 164 | Milwaukee-Racine | 209 | Syracuse |
| 198 | Dallas Trading Area | 166 | Minneapolis-St. Paul | 188 | Tampa-St. Petersburg |
| 148 | Dallas-Ft. Worth | 204 | Mobile | 209 | Toledo |
| 198 | Danbury, CT | 168 | Modesto | 190 | Tucson, AZ |
| 198 | Dayton | 204 | Nashville | 209 | Tulsa |
| 198 | Daytona Beach | 204 | Nassau-Suffolk | 192 | Washington, DC |
| 150 | Denver-Boulder | 204 | New Bedford-Fall River, MA | 210 | Wenatchee, WA |
| 198 | Des Moines | 204 | New Haven-West Haven | 210 | West Palm Beach |
| 152 | Detroit | 205 | New Orleans | 210 | Wichita |
| 198 | El Paso | 170 | New York | 210 | Wilkes Barre-Scranton |
| 199 | Eugene-Springfield | 172 | Norfolk-Portsmouth- | 210 | Wilmington, DE |
| 199 | Flint | | Newport News | 210 | Worcester |
| 199 | Ft. Lauderdale-Hollywood | 205 | Oklahoma City | 211 | York |
| 199 | Ft. Wayne | 205 | Omaha-Council Bluffs | 211 | Youngstown-Warren |
| 199 | Ft. Worth Trading Area | 205 | Orlando | | |